

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLII, No. 4

NEW YORK, JULY 24, 1930

10c A COPY

THE AUTHORITY OF LEADERSHIP



An equation by Einstein—a radio message from Marconi—an electrical pronouncement by Edison, and all the world listens and respects. These savants, standing on the mount of achievement, speak with the authority of leadership.

WITH THE ADVENT of the automobile The Atlantic Refining Company instituted an intensive study of combustion power and automotive lubrication. That research has never ceased. As gasoline engines have been improved and refined, Atlantic has met them with increasingly more efficient fuel and oil of greater endurance. Millions of Atlantic profits have been reinvested in equipment and experiment. Consistently the aim has been held at three objectives—to develop more and more miles per gallon, less and less operating resistance, greater and greater service and distribution.

Today, in fifteen great commonwealths, a never-betrayed following places its trust in Atlantic announcements and Atlantic products.

For fifteen years Advertising Headquarters has voiced the authority of this leader to an ever-increasing clientele, through the medium of the printed word.

N. W. AYER & SON, INCORPORATED

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE • PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

They're quick on the draw in AGROPOLIS

THEY'RE quick on the draw in AGROPOLIS when they make up their mind they want something. Out comes the wallet and a sure sale's made.

There's always plenty of "jack" in AGROPOLIS for buying things that help make life better. The wallets the menfolks carry in AGROPOLIS, the most prosperous part of rural America, tell a story of men with ready cash—and there's plenty more in the bank.

You can reach the hip-pockets and bank accounts of AGROPOLIS through Standard Farm Papers. Locally edited and locally read, these Standard Farm Papers are the "newspapers" for the prosperous families in AGROPOLIS. Men and women read them at home. These Standard Farm Papers go into 2,000,000 homes in AGROPOLIS that can afford the good things of life. These folks are window shoppers at the show windows advertisers dress for them in Standard Farm Papers.



*Your sales problem is national—but your dealer's is always local—
The Standard Farm Papers meet both!*

The Nebraska Farmer
Wallaces' Farmer and Iowa Homestead
Prairie Farmer
The Farmer-Farm, Stock & Home,
St. Paul

The Progressive Farmer
Hoard's Dairyman
Breeder's Gazette
The American Agriculturist

The STANDARD FARM PAPER UNIT

One order—one billing

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue
CHICAGO—C. L. Burlingham, Western Manager, Daily News Building
SAN FRANCISCO—1112 Hearst Building

Issued
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Vol. C

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLII

NEW YORK, JULY 24, 1930

No. 4

Know Your Costs and Stand Your Ground

Business Will Not Return to Normal Until Vendors Refuse to Sell at a Loss

By E. J. Kulas

President, Otis Steel Company and Midland Steel Products Company

SOME years ago a group of executives in one of the largest and most capably managed American railway systems made a study of inventories over a long period of years that led to some interesting revelations concerning buying habits. The conclusion drawn from them was that in a big business there is no such thing as a bargain in the commonly accepted meaning of the word. One man's loss, in the long run, is not another man's gain. The first price that fails to show a profit to the seller will leave the buyer eventually with something that he cannot use.

Specifically, this corporation found that those purchases which had appeared to be the greatest bargains at the time contracts were signed had turned out to be the most expensive. There were three direct reasons. Price reduction following improvement in manufacturing methods and consequently lower cost was one, the new figure being lower than the bargain price of the past. Obsolescence caused by improvement in the product by the manufacturer was another. The third came about by betterments in railway practice which had the same effect, making materials ob-



Underwood & Underwood

E. J. Kulas

solete after they had been stocked.

In addition, the combination of these influences contributed further to the destruction of the bargain by running inventories to a point out of all proportion to operating requirements, since the urge of the seller and the inclination of the buyer was to go in for large quantities. When this cost was added to the prices it had paid and the losses it had sustained in the liquidation of obsolete materials,

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the railroad company found that over a ten-year period it had lost a great deal of money not only in hunting for bargains, but in accepting those offered to it. The total of actual expenditures was greater than the amount that would have been spent at fair market prices, in a buying program designed to supply requirements rather than to beat down prices.

In the light of existing industrial conditions the lesson to be drawn from this revelation is doubly significant, since the study also showed that an overwhelming percentage of the supposed bargains had been obtained during periods of general business depression, or of falling off in single industries. That, of course, was to have been expected. What happened was that sellers during such periods sacrificed profits and in many instances took actual losses to get volume enough to keep their plants running. Undoubtedly a great deal of this was the consequence of buying pressure for lower prices. But no matter what the cause the effect was the same. Both sides lost in the transaction.

Recent experiences in the steel industry and study of others have convinced me that the same error is now being repeated, with less reason and in a more aggravated form, and that it is one of the major causes for the slow progress being made by American business in a return to normal since the first of the current year.

Buyers are hunting for bargains, and sellers are cutting into or below the profit line to produce them. The special price and the private deal—which is public property a few hours after it is made—are being substituted for published daily quotations and business in the open. Stability and confidence naturally give way to fluctuation and distrust, and the orderly flow of commerce that looks always to expansion is halted by a hit-or-miss system in which restriction becomes inevitable.

This may sound like exaggeration, but any number of specific instances have been brought to my attention of the type of destructive bargain hunting which I have in

mind. In many of them buyers have been purchasing from manufacturers with whom they have been on intimate terms for many years. The buyer knows that the price he is paying permits only a nominal margin of profit. Business is off, however, and he wants to make a showing. In order to bring about a lower price he calls in competitors and puts forth his best effort to show them how attractive his business is. If all else fails he talks of enough volume to reduce the manufacturer's overhead.

A Mythical Price

A price is named, and in my observation it is generally mythical. But the man whose operations are slack jumps to the conclusion that if somebody else can make the article at that price he can do so also.

He makes up his mind to overhaul his expenses, study his costs and get a profit out of the savings, if any. Then, rather than see it get away, the man who has the business also takes a chance and meets the competition. After that has happened two or three times the buyer is quite justified in assuming that entirely too much profit was being made out of the price he was paying originally, and he redoubles his efforts to get it still lower.

Undoubtedly the desire of the buyer to get low prices is the first link in the chain of events that leads to unprofitable business, but that desire exists also in busy or boom times. It is essential to the economic conduct of business. But what is equally essential is that the seller should set up a resistance. There should be a line below which he will not go. In order to establish such a line, however, the vendor must know his costs instead of guessing at them. When he does know them with any degree of accuracy he is likely also to have a fair line on what it is costing his competitors to do business, and when a fictitious price is suggested to him he knows it cannot produce a profit.

The vendor, in other words, is chiefly responsible, in my opinion, for a great deal of the present in-

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WHEN DOES YOUR GOOD-WILL BEGIN?



WHEN Ken Duncan starts to pitch sales talk across the home platter, he has something on the ball. Somewhere between salad and dessert the family is likely to find itself agreeing that the house *does* need paint . . . or maybe that the lawnmower *should* be replaced immediately.

Of our 700,000 AMERICAN BOY readers, 85% are of high-school age and older—man-sized, modern-minded—the kind of chaps who blend the open mind with dynamic selling pressure in favor of new things and better ways. They are an opening wedge into their family buying councils. As such, they deserve a regular share of your advertising appropriation, because of the actual present sales they swing.

But there's more to

it than that. In a few years these boys will be founding families of their own; their buying power will be enormously increased. Remember the many extra sales that youth can turn your way right now—but regard your appropriation for youth also as a definite investment in the future. Tell your story to youth regularly, persistently, in youth's own magazine.

It's a mighty fruitful policy to begin building good-will now—against the time when the youth of today will take over the reins and say "giddy-up!" October forms close August 10th.

The YOUTH'S COMPANION
combined with
American Boy Founded 1827
 Detroit Michigan

stability of industry. I do not mean by this that the buyer is justified in beating prices below the profit level. The point is that his only source of information as to where that level lies is among the firms which are competing for his business. A few really shrewd buyers will avoid bargain hunting and make their own investigations of what an article ought to cost. But the majority of them will react to the attitude of the seller, and it is my conviction that we are not going to have normal business in this country until all manufacturers make a real analysis of their costs and a determined stand thereon.

Every other industrial recession in our history has been checked by that process. When a recession ends and business begins to expand again we say that economic affairs have been stabilized. But analysis shows that a real definition of this condition is the refusal of the majority in any industry to continue doing business at a loss. Automatically, under such a decision, uniformity of price structure is set up in place of the variability and fluctuation that have preceded it.

In a market such as the one manufacturers have had to contend with so far this year, that policy may sound independent, almost to the point of arrogance, but history shows that it works. The businesses that go under, in other words, are those that meet any price—real or fictitious—in order to get volume, rather than those which will not take orders at a loss.

It goes without saying, of course, that no manufacturer expects to continue taking unprofitable orders. He takes one as an expedient, hoping to keep the plant operating while he can dig up other orders at better prices elsewhere. When he takes such business he tries to surround it with secrecy, emphasizing the fact that it represents a special price, not to be quoted to others. Invariably, however, competitors of the buyer hear about it. The seller must then pass his special price all along the line, and pressure is brought to bear on his competitors to meet it.

The situation would be laughable if it were not for the figures of

unemployment, passed or reduced dividends and decreased sales. Men are actually trying to improve these conditions by methods which have been shown to intensify them. The error is magnified now by the extent to which the publication of facts about business has grown in the last half-dozen years, and the increased rapidity with which such information is circulated.

You Can't Conceal a Price Cut

In the old days of seasonal distribution a salesman might not know that a competitor was cutting prices for many weeks. Now he hears about it in a matter of hours. Concealment before was difficult, but today it is well-nigh impossible of accomplishment.

Even if it were possible to keep such sales secret, the records of the past show that it would not be good business. The one-price system has been in operation in this country now for more than half a century, and there has never been an outstanding manufacturing success in that period which was not based on uniformity of price structure. One reason for this is that a variable price structure reflects itself inevitably within the organization, so that costs also show variation. Another is that whether or not one is quoting prices in his advertising literature, any kind of secret dealing or partiality limits the strength and effectiveness of the advertising appeal.

It might be interesting, in this connection, to know how much of the total cancellation of advertising has been due to the development of selling practices which make advertising difficult, if not dangerous. Price uniformity has been so widely developed in this country that it is likely to be taken for granted, in any advertising promise or appeal, as the very basis of anything else that may be said about a product.

It would be interesting also to know how much of the bargain hunting pressure by buyers for lower prices draws its inspiration from the cessation of advertising by the seller, or from negative advertising which is clearly designed

(Continued on page 146)

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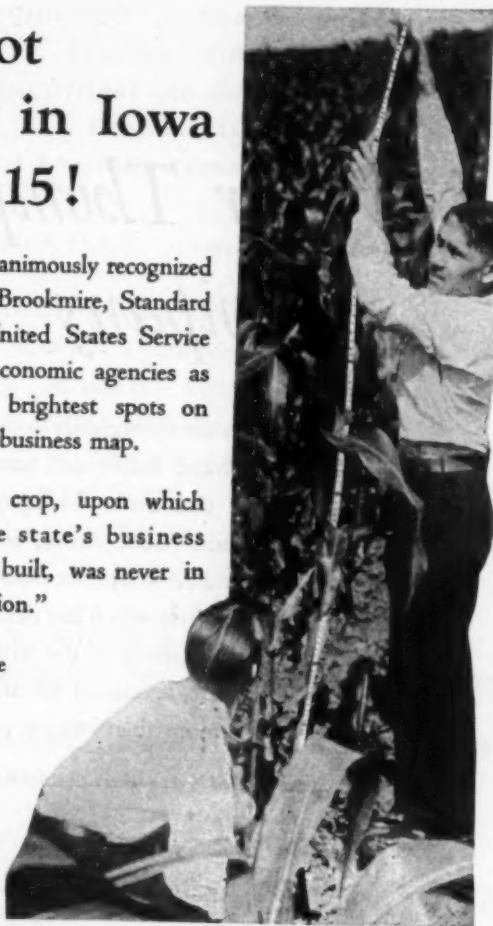
Believe It or Not!

7 foot corn in Iowa July 15!

"Iowa is unanimously recognized by Babson, Brookmire, Standard Statistics, United States Service and other economic agencies as one of the brightest spots on the nation's business map.

Iowa's corn crop, upon which most of the state's business structure is built, was never in better condition."

Dartnell Service



The Des Moines
Register and Tribune

More than 240,000 Daily Circulation

J. Walter Thompson Company

Through six strategically located offices in the United States and sixteen offices in other countries which cover Europe, North and South Africa, South America, India and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 1,418,000,000



NEW YORK • *Graybar Building • 420 Lexington Avenue*

CHICAGO • *410 North Michigan Avenue*

BOSTON • *80 Boylston Street*

CINCINNATI • *Chamber of Commerce Building*

SAN FRANCISCO • *Russ Building*

LOS ANGELES • *Petroleum Securities Building*

★

MONTREAL • *Dominion Square Building*

★

LONDON • *Bush House, Aldwych, W. C. 2*

PARIS • *12 Boulevard de la Madeleine*

MADRID • *Plaza del Callao, 4*

STOCKHOLM • *Kungsgatan 39*

COPENHAGEN • *Axelborg*

BERLIN • *Unter den Linden 39*

ANTWERP • *115 Avenue de France*

WARSAW • *Czackiego 17*

★

ALEXANDRIA • *27 Rue Cberif Pacha*

PORT ELIZABETH • *South Africa • Netberlands Bank Building*

★

BUENOS AIRES • *Argentina • Avenida R. Saenz Pena, 636*

SAO PAULO • *Brazil • Praça Ramos Azevedo 16*

★

BOMBAY • *India • Shaw Wallace Building, Ballard Estate*

★

MELBOURNE • *Australia • 145 Collins Street*

SYDNEY • *Australia • Asbestos House, 65 York Street*

★

LATIN-AMERICAN & FAR EASTERN DIVISION

New York Office

Don't Sell Short on Advertising!

Are You Headed for the Home of Obscurity for Feeble-Minded Merchandisers?

By G. H. E. Hawkins

Vice-President, Brandt Advertising Company

THE senior J. P. Morgan is credited with once having said: "Don't be a bear on America!"

From the present attitude of many advertisers, it's about time to form an organization of manufacturers whose slogan shall be: "Don't sell short on Advertising!"

Talk about sheep following the bell-wether! Our advertisers are not far behind them, especially in periods of depression.

After a lifetime spent in advertising I have never been able to figure out why the business world applies the pruning knife to advertising the moment conditions tighten up. Where this practice emanated and why it prevails is one of the unsolved mysteries of the profession. Just at the time when the old structure needs the most support, the main bozo at the head (who usually knows less about the advertising than any other department of his business) says: "Now is the time to retrench on our advertising," and straightway he proceeds to kick the props out that have supported his business.

If that is good business judgment, I'm eligible as the next Chinese Ambassador to the United States!

Advertising is the speedometer by which you regulate your business pace. Without it, you have no control of your commercial momentum.

The sole purpose of advertising is to retain the trade and good-will of present customers and to increase the business volume through

an extension of good-will and demand among consumers. Then why cut it off when it is most needed?

The wise manufacturer takes a reserve from the periods of prosperity to use as an advertising investment in times of depression. And he who does this will ride

high, wide and handsome over the competitor who cuts off the motive power just when it would help him out of the rut.

I can understand why makers of luxuries would tread lightly in the advertising columns at this time, but the maker of necessities—never! This is his glorious opportunity. He can now get better positions. He has less competition in

striving to catch the public eye. He can command greater reader attention because of less crowded columns. And, while his immediate response may not be as great as in times of prosperity, because of the dealer tendency to buy in smaller quantities, he will daily be building good-will and a demand that will bring his expenditure back to him, increased many fold, when the mist lifts and the old merchandising sunshine gets back on the job.

The cigarette people are about the only advertisers today who seem to possess the normal allotment of "intestinal fortitude." May their tribe increase and their customers multiply! One hundred national advertisers with such a spirit could step into the market today and inspire their everlasting future. And, needless to say, they would act as a mighty power in bringing

CHOCK-FULL of advertising epigrams, as it is, this article is worth keeping on top of your desk, if you are an advertiser.

Mr. Hawkins writes: "Frankly I believe such a story is needed and would do an immense amount of good at this time."

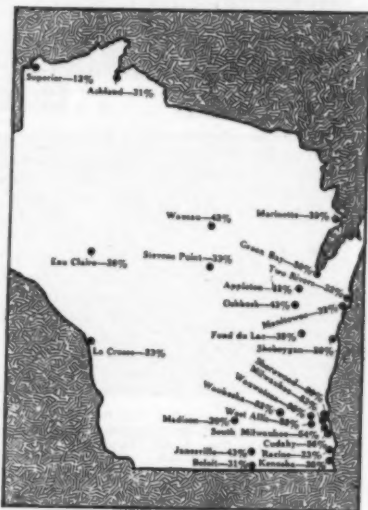
"It's my first contribution to 'The Little Schoolmaster' in many years—since 'way back when' I was advertising manager for the N. K. Fairbank Company and helped place The Gold Dust Twins on the country's map."

Thorough Trading Area Coverage Through One Newspaper!

38% Coverage of Wisconsin Cities

TWENTY-FIVE cities in Wisconsin, excluding Milwaukee, have a population of more than 10,000 each and a total population of 680,515. In these cities more than 38% of all families read The Milwaukee Journal.

In some of these cities, The Journal covers as high as 95% of all families. Coverage in each city is shown in the map.



For advertisers desirous of building sales not only in Milwaukee but in the leading retail centers throughout Wisconsin, The Milwaukee Journal delivers effective coverage at one low advertising cost.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families!

business conditions back to normalcy in half the time consumed by the timid, weak-kneed retrenchment policy now prevailing in so many quarters.

Let's appoint a business alienist to analyze the brain-storms of our advertisers, and either wake them up or have them committed to the Home of Obscurity for Feeble-Minded Merchandisers!

Don't be a fair-weather advertiser! Stop worrying! Shush your whispering and soft-pedal on pessimism! And—keep up your advertising!

America with her vitality, bountiful money supply, deflated inventories, per capita wealth and busted speculation bubble, spells "Opportunity" to the advertiser who has horse sense enough to look a bit ahead and whose vertebrae are sufficiently rigid to suggest an investment insuring future prosperity and dominance.

Don't sell short on Advertising!

E. W. Parsons, President, New York "Graphic"

Eugene W. Parsons has been appointed president of the New York *Evening Graphic*, effective August 1. He will succeed Martin H. Weyerach, resigned. Mr. Parsons recently has been with the *United States Daily* and for a number of years was advertising manager of the *Chicago Tribune*.

Harry A. Ahern has returned to the *Graphic* as advertising manager. He had been with the New York *Telegram*.

B. G. L. Dodge with Meldrum & Fewsmith

Benton G. L. Dodge, vice-president of The Richardson-Briggs Company, Cleveland advertising agency, for ten years, has joined the staff of Meldrum & Fewsmith, advertising agency of that city.

Pine Tree Products to Rankin Agency

The Pine Tree Products Company, Newport, N. H., soap manufacturer, has appointed the Wm. H. Rankin Company, New York advertising agency, to direct its advertising account.

Curtiss-Wright Account to Pedlar & Ryan

Pedlar & Ryan, Inc., New York advertising agency, has been appointed to direct the advertising account of the Curtiss-Wright Corporation, of that city, and all of its subsidiaries.

Angelus-Campfire Company Formed

The Campfire Company, Chicago, Campfire marshmallows, and the Angelus marshmallow division of The Cracker Jack Company, also of that city, have been consolidated and will be known hereafter as The Angelus-Campfire Company, with offices at 531 South Sangamon Street, Chicago. The company will operate as a distinct organization. Paul L. Redel is president of the new company. H. A. Cole, F. P. Warren, H. G. Eckstein, Jr., and F. A. Werner are vice-presidents and E. R. Shields is secretary and treasurer. C. T. Wegner is assistant treasurer and J. A. Hafner assistant secretary.

H. R. Hyman Joins Erwin, Wasey

H. R. Hyman, formerly director of advertising of Advertisers, Inc., Detroit, has been appointed to the European headquarters staff of Erwin, Wasey & Company, Ltd. He will leave for Berlin next month. He also has been associated with the Homer McKee Company, Inc., and the Real Silk Hosiery Mills, both of Indianapolis.

Joins San Francisco "Examiner"

Arthur B. Wasgatt, formerly automobile advertising manager of the Milwaukee *Journal*, has been appointed manager of automotive advertising of the San Francisco *Examiner*. George W. Diefenderfer, formerly with the Detroit *Times*, has joined the San Francisco *Examiner*, as a member of the local display staff.

Federal Electric Appointments

The Federal Electric Company, of Chicago, has appointed Henri, Hurst & McDonald, Inc., advertising agency of that city, to direct the advertising for its sign division.

Advertising for the household appliance division of the Federal Electric Company is now being handled by Edwin B. Self, advertising and merchandising counsellor, also of Chicago.

Carroll Dean Murphy Agency Opens New York Office

Carroll Dean Murphy, Inc., Chicago advertising agency, has opened a New York office at 200 Madison Avenue. L. W. Barnes, until recently advertising manager of the Pennsylvania Company, Philadelphia, is manager.

Copeland Sales Appoints Bement Agency

The Copeland Sales Company, marketing organization of Copeland Products, Inc., Mt. Clemens, Mich., manufacturer of Copeland electric refrigerators, has appointed Austin F. Bement, Inc., Detroit and Chicago advertising agency, to direct its advertising account.

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Chicago, the Angelus Cracker city, have been known since the Sanga company will be known. Paul new com- men, H. G. Werner are slds is sec- Wegner in A. Hafner

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THE SAME THOROUGH COVERAGE of DETROIT



1910
Population - 465,766
City Circulation - 78,554
Detroit News Delivers
One Copy to Every
5.92 People



1930
Pop. - 1,573,546
City Cir. - 266,484
Detroit News Delivers
One Copy to Every
5.90 People

In 1930 as in 1910 the home newspaper of Detroit covers the city thoroughly and in the same ratio. This is all the more remarkable when one considers that in the 20-year interim Detroit has received an influx of non-English reading population of considerable proportion. In 1910 when Detroit had only a population of 465,766, The Detroit News delivered one copy to every 5.92 population. Today with a city population of 1,573,546 The News delivers a copy to every 5.90 population. Then and now a one paper city.

*Use The News Weekdays and Sunday
And Reach 4 out of 5 Detroit Homes*

The Detroit News

THE HOME NEWSPAPER

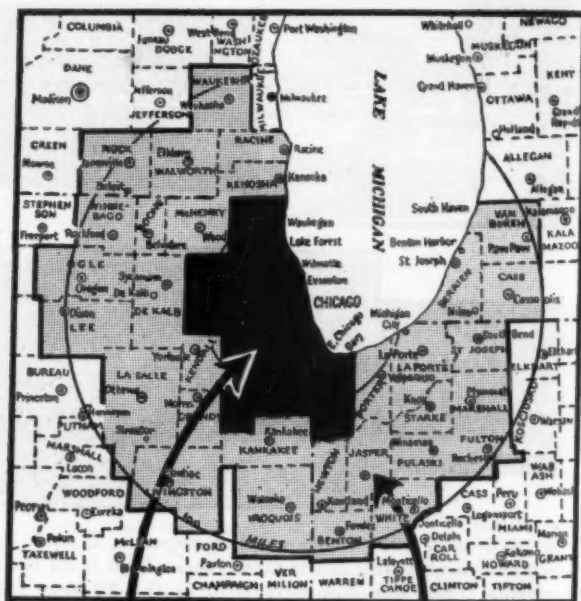
New York Office

Chicago Office

I. A. KLEIN, Inc., 30 E. 42nd St.

J. E. LUTZ, 180 No. Michigan

The INNER THE ADVERTISING



In this 40-mile area are concentrated:

78% of all retail outlets in the 100-mile zone, including 82% of all grocery, 85% of all meats and 80% of all drug outlets.

77% of its population.

95% of The Chicago Daily News circulation.

To cover this additional area with Chicago newspaper advertising adds from 70% to 100% to the total cost for black and white space and 233% for gravure.

Because of the larger sales volume per unit in the metropolitan area, it is probable that the retail outlets of the forty-mile zone do between eighty and ninety per cent of the total business in the hundred-mile zone.

TICA
Chicago

EMIRCLE of RTING TARGET

- • • is Chicago's forty-mile zone.
- • • where sales outlets are frequent and responsive.
- • • where local reader interest is strongest.
- • • where national campaigns are supported by dealer advertising of the same product.
- • • where 95 per cent of the more than 440,000 circulation of The Chicago Daily News is concentrated.

*The logical medium for the
logical Chicago market*

ADVERTISING REPRESENTATIVES:

CHICAGO	NEW YORK	DETROIT
Home Office	John B. Woodward, Inc.	Joseph R. Scolaro
Daily News Plaza	110 E. 42d St.	3-241 General Motors Bldg.
Tel. Dearborn 1111	Tel. Ashland 2770	Tel. Empire 7810
SAN FRANCISCO	ATLANTA	
C. Geo. Krogness	A. D. Grant	
303 Crocker, 1st Nat'l Bank Bldg.	711-712 Glenn Bldg.	
Tel. Douglas 7892	Tel. Walnut 8902	

Member of The 100,000 Group of American Cities

CHICAGO DAILY NEWS

Chicago's Home Newspaper

In Indianapolis, The News is First in Food

by a still greater margin!

Of all Food advertising
placed in Indianapolis
newspapers during the
first six months of
1929, The News carried...**69%**

For the first six months
of 1930, the percentage
of total Food advertis-
ing carried by The
News had increased to...**71%**

News total Food lineage . . . **736,908**
All other papers combined . . . **295,516**

(Media Records Report, 1st 6 months, 1930)



**The
INDIANAPOLIS NEWS**

Sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

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The Replacement Market Is Bringing This Company's Business Up to Normal

By M. J. Beirn

ket—in which to obtain the immediate total dollar sales volume which we must have to maintain a normal year.

To cultivate this replacement market we have outlined a program that was put in operation

HOW TO START A PROSPECT FILM



have it properly filed, its value rests upon what you do.



From your local stationer obtain either paper or metal tabs of different colors. Select one color for each month. For example: Red may indicate January; blue, February; green, March, etc.

Then, as you follow up your propounds and find that some of them will be ready to talk hearing later on, just fasten on this card the colored tab indicating when they should be followed. In February you can pull out all the blue cards and go over them carefully to decide what time of the month they should be seen. Each month do this same

Make a habit of calling a week or two prior to the time the prospect suggests. Often people buy much sooner than they expect. If a prospect tells you to return about the first of March, sub his card for a call about February 15.

If you have any difficulty starting this filing system, consult your local stationer or office equipment company.

HOW TO USE THE PROSPECT FILE

When you have built up a good list and

[illegible]

Page 9

A Page from the "How" Book Which Shows the Trade Exactly How to Reach the Old Home Market

May 1 and almost immediately showed returns. The basis of this plan is personal solicitation of home owners with long hours of hard but well-directed work. As Cyrus H. K. Curtis earlier this year quoted from "Alice in Wonderland" in *PRINTERS' INK*, "we must run faster to stay in the same place." Similarly, to make the same amount of money this year



To Encourage the Installation of "All-American" Heating Products, Contractors Are Urged to Attach Recommendation Sheets Similar to This to All Estimates—This Is the Upper Portion of One of These Sheets Which Show the Products Manufactured by the Radiator Company in Their Proper Locations in a Cross Section of a Home

we must work harder and more efficiently than last year. Our modernization campaign has shown everyone in our industry—from our own salesmen, to contractors and even down to employees in plants making our merchandise, *how* to do this work. Simply we are basing our efforts on what practical experience has shown that our industry can do—and we are now showing everyone *how*, not *telling* them *what*, to do.

The plan is, in a sense, a development. For from time to time we had been stressing the possibilities of sales in the modernizing field, but had made no consistent intensive effort to convert this market into immediate sales dollars. Investigation during the last year having shown us that 16,000,000 old homes are without radiator heat, and further investigation having shown us that certain leading contractors had found this market extremely profitable throughout the year, we determined to map out a program for intensive promotion of this comparatively untouch'd field.

Our campaign, as drawn up, had four purposes:

1. To sell radiator heat to 16,000,000 homes without it.

2. To obtain from this vast field a sufficient volume of business to compensate for the decrease in normal new construction.

3. To emphasize among our trade the importance of selling the way people want to buy—time payments.

4. To impress indelibly on the minds of jobbers and trade that heating systems are sold, not bought, that *personal contact gets the contract*; that one has to see *prospects before he can sell them*, and that the dealer must make home calls without waiting for phone calls from the home owner.

This fourth purpose was of considerable importance, for in the plumbing and heating industries the trade generally had never sought to develop the personal call as the basis for securing business. We hoped to show that today's customers are like the little black hen's worms—they must be dug for. During many years manufacturers and jobbers had been telling the trade *what* to do—now we proposed to show them *how*.

As a result of interviewing suc-

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cessful merchandising contractors, we were prepared to give our trade practical plans for getting business from the old home market, but we wanted first to work with those contractors who manifested a real interest in this market. So our initial step was a general mailing to the trade of 34,000 broadsides, explaining what our home modernization program was. We quoted testimonial letters from contractors who successfully had used the methods we proposed; and we enclosed a business reply card. From the 34,000 broadsides sent out, 4,340 cards came back, showing us that a good percentage of the trade did have an interest in the replacement market.

At the same time we brought all our managers in from 28 branches, gave them the story, and impressed the need for immediate action to get sales volume. But instead of painting a gloomy picture of poor business, we stressed the potentialities of the modernization market. To prove what we believed could be done in this market, we outlined a plan whereby it was possible for every salesman in our company to double his salary—provided he would work hard and produce results.

This plan was simple. Our salesmen were to show their trade *how* to sell by going out with them and making home calls! And they were to make not less than three such calls per day even though not always accompanied by a contractor.

There were two thoughts in this plan. The first was that if we could give the trade a taste of real selling, a few sales made by such home canvassing would convince them of potentialities in this market and help make creative salesmen of them. The second was that a daily quota of calls would, by the very law of averages, increase our own salesmen's business.

To make this home calling as easy as possible for a trade unaccustomed to such aggressive merchandising, we backed our regular national magazine advertising with radio advertising over thirty-two stations on a Coast-to-Coast hook-up.

That this advertising tie-up was outstandingly successful is shown by 2,000 letters from dealers telling of actual instances in which such advertising paved the way for, or made actual sales. And some of our salesmen have already doubled their salaries—on the basis of a commission for every job obtained in old homes or existing building and on the additional basis of working from 8 A. M. until midnight. By digging hard, our men have obtained the business.

Realizing that a home call is successful only if a proper presentation is made, we provided our salesmen with demonstration folders to use in teaching the trade what to say to the householder. Purposely we avoided making these letter-bound or otherwise elaborate books. They were plain and clear, and told *how* to sell.

The "How" Book

At the same time we announced our "How" book. This, which probably is as complete and concise a dealer merchandising manual as our industry has ever seen, was built from our year's thorough survey of successful contracting methods. Telling the modernization story, showing how to reach the old home market, it goes on to cover all possible ways for the dealer to get modernizing business. From how to build a prospect list down to how to hire, train and pay canvassers, the book even covers such points as how best to canvass around each block in a district, ending with questions and answers on a variety of topics. Use of advertising helps—from national display to store exhibits and leaflets—is explained in detail.

Then, to back the efforts of our own salesmen to help individual contractors dig into the replacement market, we prepared a campaign to aid our jobbers to help their own dealers. As our jobbing distribution is nearly 100 per cent, this meant that here was a duplication of effort, but it was a duplication we welcomed, for every effort to help dealers to sell meant more business for the entire industry. This jobber campaign covered every merchandising angle

covered with our own sales force.

From here, we took another step. Realizing that when a contractor knocks on a door he may have difficulty impressing his reliability on the prospect, we prepared a guarantee proposal and contract, in which the materials for replacement work are guaranteed by the American Radiator Company and workmanship is guaranteed by the contractor. Several of the most successful contractors in the country had been using a similar type of contract and had found it to be of value in closing a job, since it combined the national prestige of our products with the craftsmanship and experience of the local heating contractor.

This joint guarantee has another value in that while assuring to the home owner satisfactory installation, it also, by definitely outlining the kinds of materials to be used as shown on a printed schedule, encourages the contractor to make a proper installation.

Knowing, however, that some contractors prefer their own proposal form, but wanting to provide a guide for the home owner, we distributed five-color folders picturing all our products for the home.

Further, to develop every lead for the trade, we furnished a dummy letter to be sent out on the contractor's letterhead to satisfied customers. This letter asked for names of prospects and offered a \$10 information fee for each name successfully closed. The return card for such prospects' names, we furnished free to our dealers.

With the campaign details clearly outlined, we then put stress on our primary sales appeal, which was that consumers could pay for modernization jobs in monthly payments, these payments to start not from the time of installation but from the time of actual use—which is the fall. Following a small down payment, the consumer need not pay one more penny until the new heating system begins to work for him. This special time payment plan had for its purpose the stimulation of sales during the summer months, securing for our trade and thus providing for our-

selves the business necessary to bring us the immediate dollar volume which the campaign is aimed to obtain.

This particular time payment appeal is backed not only with window streamers, with radio talks, with a question and answer book on all phases of our time payment plan, but also with a four-page leaflet which the contractor can leave with a prospect after a home call. This leaflet, with space for the contractor's name to be stamped in, tells of the no-monthly-payments until fall, pictures our products, and gives a brief story of these in sales rather than catalog form.

Going further, and breaking the replacement market down into two types of property owners—resident owners and owners holding property as an investment—we employed an outside firm to survey the apartment field. On the basis of this survey, we prepared lists, sent out letters, and showed our salesmen how to sell this special field by pointing out to the owner how he could install radiator heat and pay for it on the time payment plan right out of his increased rental income.

Organization Enthusiasm

Purposely I have left one of the most important elements of our campaign until the last—organization enthusiasm. Believing that the success of any effort is determined largely by the enthusiasm of the people making it, we went to every employee in our plants and in affiliated factories, branch offices, and executive offices, offering \$5 for every prospect turned in by an employee and sold by our men within sixty days. This was a money award paid directly by us and not by the trade, and it led, as one ramification, to the formation of an Arco Girls Club with engraved certificate and space for a gold star denoting each success.

Enthusiasm among distributors' salesmen and our own salesmen was aroused by weekly news bulletins and sales letters, and by the establishment of quotas that, while calling for intensive, aggressive selling effort during practically

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A New York retailer speaks:

"We made the Journal the stand-by of our advertising because it is modern. *It fits into our business.* We are a store for the young-minded as yours is a newspaper for the young-minded. That accounts for your vast circulation—the moderns are in the majority—therefore the paper that serves them best is in the majority . . . and to the Journal due credit is given for the part it has played in our rapid progress.

"When I open up the Journal I am *impressed* with its modernness—its youth—its brightness—its verve—its fast-flowing red blood—the pages verily crackle as you turn them—it out-flaps the flappiest flapper also the male of the species—it strikes into the heart of that group that constitutes the life blood of to-day's business. What a great thing you have to sell!"*

NEW YORK EVENING JOURNAL

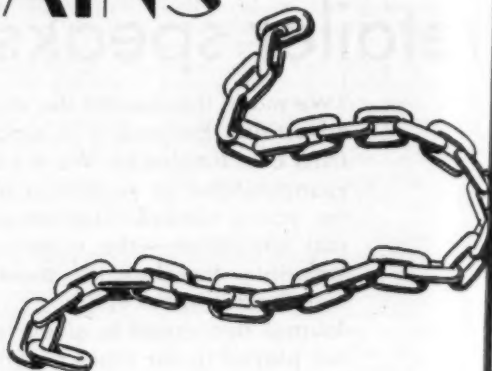
MAIN OFFICE: 9 EAST 40th STREET, NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

NEW YORK CITY, International Magazine Building . . . CHICAGO, Hearst Building . . .
DETROIT, General Motors Building . . . ROCHESTER, Temple Building . . . BOSTON,
5 Winthrop Square . . . PHILADELPHIA, Fidelity Philadelphia Trust Building . . .
PACIFIC COAST REPRESENTATIVE, H. H. Conger, 5 Third Street, San Francisco

*The largest circulation of any evening newspaper
in the English-speaking world . . . at 3c a copy!

CHAINS



Grocery, drug, radio, shoe, clothing, all kinds of chains. Policies—all kinds of policies. Importance—varying in different centers.

Chains are problems to some manufacturers and agents—to others they are not, but because they are here to stay all must consider them in planning sales work and advertising.

NEWSPAPER ADVERTISING

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Probably in no single matter has the Boone Man been as helpful to the people he contacts as in supplying information about chain store conditions in his eleven great markets. The next time you are faced with such a problem phone the Boone Man.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

CHICAGO

Hearst Bldg.

BOSTON

5 Winthrop Square

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Boston Advertiser
Albany Times-Union
Rochester American

NEW YORK CITY

International Magazine Bldg.

57th Street at 8th Avenue

PHILADELPHIA

Fidelity Philadelphia Trust Bldg.

Evening

Wisconsin News (Milwaukee)

Sunday

Omaha Bee-News

DETROIT

General Motors Bldg.

ROCHESTER, N. Y.

Temple Bldg.

Chicago American
Detroit Times
Baltimore News
Washington Times
Omaha Bee-News

Detroit Times
Baltimore American
Syracuse American

SINASED ON SERVICE

DETROIT—1920

993,739

DETROIT—1930

1,819,764

(territory included in A. B. C. city circulation boundaries)

you can't duck
around those
figures or
close one eye
and buy space
in Detroit
on any 1920 basis.
Too many of
that big crowd
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The Detroit Times
their
daily companion.

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

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every waking hour, are possible of achievement. For our entire modernization campaign is predicated not on what we think our industry ought to do but on what practical experience over years of contact has indicated it can do—with the very hardest of work.

Our results to date have paralleled our most enthusiastic expectations. Replacement business in the old home market (by which we mean the 16,000,000 homes not equipped with radiator heat) has greatly exceeded the replacement business of any normal year; and the cultivation of this market has become an integral and permanent part of our sales and advertising programs for the years to come. We feel entirely confident that despite the serious business recession the building industry has experienced, there is still the possibility of making 1930 an altogether normal business year.

Purchase Chalmers Publishing Company

F. G. Ortega, A. J. Chalmers and E. L. Hall, for many years with the Chalmers Publishing Company, New York, have purchased the ownership and control of that company from James P. Chalmers. The Chalmers company publishes *Cine-Mundial* and also controls Chalmers-Ortega, publishers' representative business, representing Latin-American newspapers and magazines in the United States.

Mr. Ortega is the new president of the Chalmers company. A. J. Chalmers is vice-president and Mr. Hall, secretary and treasurer.

To Direct Bernhard Ulmann Advertising

Miss Edna May, formerly advertising manager of Martin's Department Store and the Miller Wohl Specialty Shop, has been made advertising manager of the Bernhard Ulmann Company, Inc., New York, art needlework and yarn manufacturer. She will have charge of all direct-mail, and publication advertising.

F. J. Cooney with I. A. Klein

Frank J. Cooney, formerly with E. M. Burke and Associates and later with the Rodney E. Boone Organization, has joined I. A. Klein, publishers' representative, New York. He had previously been with J. P. McKinney & Son.

Charlotte Spenkoch, formerly with the Brookmire Economic Service, Inc., New York, has joined the staff of Paul Mathewson, Inc., advertising agency of that city, as an account executive.

Kenfield-Davis Acquires "Motor Freight"

The Kenfield-Davis Publishing Company, Chicago, has acquired *Motor Freight*, a monthly, from the Gillette Publishing Company, of that city. *Motor Freight*, devoted to store door delivery and city and inter-city hauling and shipping, will be merged with the Kenfield-Davis publication, *Bus Journal*, and will be known as *Motor Freight and Bus Journal*. The merged publication will be issued monthly, the first issue appearing about August 1.

R. B. McCoid, formerly with the Gillette Publishing Company as editor and manager of *Motor Freight*, will be editor and Western representative of the merged publications.

Join "Mid-West Coal Retailer"

Don B. Hancock, for the last two years advertising manager of the Electric Coal Company, has been appointed business manager of the *Mid-West Coal Retailer* and the *Steam Coal Buyer*, Chicago, succeeding John A. Harris, who has purchased the *Railway Journal*, Chicago. Harvey Carr, formerly with *Automatic Age*, Chicago, is now associate editor of the *Mid-West Coal Retailer* and the *Steam Coal Buyer*.

Gabilla Perfume Account to Cowan & Dengler

Gabilla, Inc., New York, has appointed Cowan & Dengler, Inc., New York advertising agency, to direct its advertising account. Gabilla, Inc., is the name of a new company which has been formed following a re-organization of Everett-Gould, Inc., New York, distributor of Gabilla perfumes, Paris.

J. S. Wichert with O'Keefe Agency

Jacob S. Wichert, formerly an account executive with The Kenyon Company, Inc., Boston advertising agency, has joined the P. F. O'Keefe Advertising Agency, Inc., of that city, in a similar capacity. He was formerly, for many years, advertising manager of the Melin's Food Company, Boston.

Joins New York Theatre Program Staff

Albert O. Ryerson, recently with the New York *Telegram* and, before that, with the *Pittsburgh Press*, has joined the sales staff of the New York Theatre Program Corporation.

Lexington, Ky., "Herald" Appoints Geo. B. David

The Lexington, Ky., *Herald* has appointed the Geo. B. David Company, publishers' representative, as its national advertising representative. This appointment is effective September 1, 1930.

A Club for Boys Idea Sold a Million Packages of Cracker Jack

How Cracker Jack Is Winning Thousands of Young Boosters with Its Cracker Jack Air Corps

By Frederic Read

APPEALING to the hearts and pocketbooks of children through advertising is a problem which many advertisers approach with considerable trepidation.

But the experience of the Cracker Jack Company would seem to indicate that the juvenile market can be and should be approached and analyzed in exactly the same way as any other market.

This company decided that, first of all, a child must be entertained. It also discovered that one of the surest and quickest ways to entertain a boy is to let him join a club.

Cracker Jack, therefore, organized a Cracker Jack Air Corps, which, in less than four months, has grown to a membership of over 100,000 boys.

While an air corps seems in this day a perfectly logical type of club to form, nevertheless the selection was made only after a careful study of the editorial content of

current juvenile publications. It was found that more space was being devoted to aviation than to any one other subject. This indicated two things: First, that airplanes were presumably the leading juvenile subject, and, secondly, that any advertising featuring such an air corps would blend in perfectly with and hence receive the moral support of the editorial content of the publications in which it appeared.

While many such entertainment devices are promoted by advertisers solely for their good-will value, Cracker Jack determined to put its Air Corps on a more definitely paying basis. In other words, it would be constructed so as to stimulate, not only good-will, but immediate sales as well.

Membership in the Air Corps, in addition to providing one with an official "wings" insignia, also makes the child eligible to receive



Motors humming! ... the Cracker Jack Air Corps takes off!

Cracker Jack Is Taking Advantage of the Interest in Aviation—This Illustration Appeared in One of Its Boys' Magazine Advertisements Featuring the Air Corps

Because Chicago Wants Us to Lead, We Do!

However many ways there may be of securing newspaper circulation, there is only one way of holding it.

To hold its circulation a newspaper must accurately determine what that circulation wants, and unerringly supply it—there is no other formula.

To increase its circulation and particularly to win and hold leadership in its field, a newspaper must discover and meet the preferences not only of its acquired readers, but also of the readers it seeks to acquire.

No more than you can logically question the correctness of the foregoing, can you doubt the genuineness of Chicago's preference for the Chicago Evening American, when you know that it is in its tenth year of circulation leadership in Chicago's evening field—and that for several of those years it has led the next paper by over 100,000 readers daily. In the first six months of 1930, the Chicago Evening American's circulation averaged 562,631 copies daily—116,530 greater than the average of the second Chicago evening paper.

CHICAGO EVENING AMERICAN

A good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field

National Representatives: Rodney E. Boone Organization

the entire Cracker Jack Air Fleet, one plane of which (each of a different type) is featured in each successive advertisement.

At the start, membership was contingent upon sending in "the attached coupon and one two-cent stamp." Later, to introduce more of an immediate sales flavor, the requirement was changed to "one Sailor Boy face" (cut of course from the Cracker Jack carton). Since there was still no apparent diminution in the number of applicants, in the third piece of copy membership rules were tightened up still more, to the tune of two Sailor Boy faces.

The plan for obtaining the actual planes had even more bearing on immediate sales. "After you have your wings," said the copy in the initial advertisement, "you can win your first plane (a genuine Lone Eagle Scout) by simply making a collection of fifteen different prizes from the packages of Cracker Jack you eat. . . . Instead of sending in the whole collection, cut out the face of the Sailor Boy on each package of Cracker Jack and write on the back the name of the prize that was in that package."

By way of experimentation, the proposition was changed for each plane, the second one requiring but ten different kinds of prizes and the third "five Sailor Boy heads and 20 cents." This third plane, incidentally, was of more ambitious proportions, coming knocked down so that the child could have the fun of constructing it himself.

While no figures are as yet available as to which type of offer is most successful, the company considers that all were truly remarkable pullers.

In fact, so successful has the Air Corps idea been that the club roster now includes some 127,000 names. And these names, it must be remembered, represent the actual sale of well over a million unit packages.

"The Corps," says E. F. Chamberless, advertising manager of the company, "has proved its ability to reach and sustain the interest of the juveniles—a group which is for us a real first-hand market."

"The advertiser's responsibility,

in a campaign of this sort, is to keep absolute faith with the youngsters. Whatever is offered them—in this case the membership 'wings' and airplane fleet—must be every inch up to the ideas about it which the child will have formulated in advance.

"We would rather make a good plane harder to get than supply a middling or mediocre plane on give-away terms. We might get many more initial memberships on the second plan. But only by the first method can we hope actually to build a sustained interest in the corps—the kind of interest which, when translated into commercial terms, means sustained good-will and a sustained flow of sales."

Mrs. Eleanor Medill Patterson, Editor, Washington "Herald"

Mrs. Eleanor Medill Patterson, beginning today, will assume direction of the Washington *Herald* as editor-in-chief. She comes from a family which has long been prominent in journalism. Her grandfather was Joseph Medill, founder of the Chicago *Tribune*. Mrs. Patterson is a first cousin of the late Senator Medill McCormick and of R. R. McCormick, publisher of the Chicago *Tribune*. She is a sister of Joseph Medill Patterson, publisher of the New York *Daily News* and *Liberty*.

Mrs. Patterson is the author of novels and signed articles and has long been anxious to engage in active newspaper work which has occupied members of her family for three generations. She endeavored to purchase the Washington *Herald*, of which she now becomes editor, but it is not for sale.

Mrs. Patterson, who was formerly the Countess Gizycka and who subsequently married the well-known lawyer, Elmer Schlesinger, at her mother's request has resumed her maiden name which is the same as her mother's, Eleanor Medill Patterson.

Toledo Agency to Change Name

Campbell Advertising, Inc., Toledo, will change its name to the Campbell-Sanford Advertising Company, effective August 1. Glenn H. Campbell is president and P. L. Sanford, secretary-treasurer. The change is one of name only.

Lock Washer Account to Miller Agency

The Clegg Lock Washer Company, manufacturer of "Ded-Lok" washers, Chicago, has placed its advertising account with M. Glen Miller, advertising agency of that city. Direct mail and business papers will be used.

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A Suggestion

**That Might Help
You to Pile Up
More Sales in 1930**

**A story-book, designed es-
pecially for you; written
around your product; that's
our suggestion. . . Send for
actual samples of what we
have done for various man-
ufacturers and associations.**

Charles Francis Press
461 Eighth Ave., New York
Printing Crafts Building



SELL

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One of the city's largest men's clothing stores reports sales for every month in 1930 averaging 10% above corresponding months of 1929.

A chain grocery operating 24 stores in Oklahoma City reports June sales up 35%.

Leading Oklahoma City department stores report June sales up from 6% to 14%.

June's general retail sales in Oklahoma City are up from 2% to about 10%, depending upon the classification.

These retail increases here are in the face of losses of from 5% to 13% in other sections of the country.

Largest Ford dealer in the United States, located in Oklahoma City, reports an all time record of sales of both new and used cars for June.

From March 27 to July 2, national and state banks in Oklahoma City gain \$5,995,893 in deposits, the total deposits on July 2 being \$98,543,876.

With the world's greatest oil field located at its back door, situated on the outskirts of a great cotton-producing area and in the center of a wealthy agricultural belt, Oklahoma City is indeed fortunate.

We repeat: The Oklahoman and Times ALONE are big enough to do a thorough selling job in this prosperous market at ONE low advertising cost.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
 THE OKLAHOMA PUBLISHING COMPANY
 THE OKLAHOMA FARMER-STOCKMAN

Katz Special Advertising Agency New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco

THE FARM SHOPPER IS THE FARM WOMAN

ACCORDING to figures given out by the Department of Commerce, 85% of the retail buying of the country last year was done by the woman. This includes the farm woman, who, being the family buyer, influences the choice of nearly every article purchased for her home.

The farm woman reads **THE FARMER'S WIFE** and through its pages advertisers may reach the attention of this important farm buyer.

THE FARMER'S WIFE is the only magazine in America, edited and published exclusively for farm women. Over 933,000 progressive farm women read it.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

THE FARMER'S WIFE — 1806 Bell Bldg., Chicago
WALLACE C. RICHARDSON, Inc., 250 Park Ave., New York

Member Audit Bureau of Circulations

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The Element of Novelty, the Eberhard Survey Indicates, Is of Major Importance—This Display Piece Has That Element



Fourteen Window Display Suggestions

This Advertiser Asked Its Jobbers and Dealers to Tell Which Window Displays Are Best

By John W. Desbecker

Advertising Manager, Eberhard Faber Pencil Co.

TO obtain information useful in the development of successful window displays, we sent out several hundred questionnaires to leading jobbers and dealers in the stationery and allied fields. Of the names on the carefully selected mailing list approximately 80 per cent were jobbers and 20 per cent dealers. Replies were received from 25 per cent and it is from these data that the following tables were compiled:

1. Which of the following window displays should be furnished by a manufacturer?

	% of Replies
(a) Window displays for large, medium and small windows (three displays)	27
(b) Window displays for large and small windows (two displays) ...	23
(c) One general display designed for an average size window	50

2. What are the dimensions of the largest size piece which should be offered by a manufacturer for window display? Replies to this ranged from 12 inches by

20 inches to 48 inches by 72 inches. The average was 24 inches by 36 inches.

3. Which of the following would provide the most effective arrangement?

	% of Replies
(a) A large center piece with "wings" on each side. Also several smaller easel-back cards....	33
(b) Large center piece with "wings" only	6
(c) Large center piece with two smaller easel-back cards.....	9
(d) A moderate size center piece with several smaller easel-back cards	16
(e) Novel pieces, unusual in design and arrangement	25
(f) A variety of small pieces.....	11

4. How many times a year should a manufacturer offer new display material (enough for a complete window)?

	% of Replies
(a) Once a year.....	23
(b) Twice a year.....	47
(c) Three times a year.....	12
(d) Four times a year.....	18

5. Is it preferable to devote the

window display to a single outstanding feature product, or should several well-known products made by the manufacturer be advertised?

	% of Replies
(a) Single product.....	25
(b) Several products.....	75

6. Assuming that the manufacturer furnishes a display sufficient for a complete window once a year, how many additional pieces should be supplied during the course of the year?

	% of Replies
(a) 1 Piece.....	0
(b) 2 Pieces.....	19
(c) 3 Pieces.....	23
(d) 4 Pieces.....	26
(e) 5 Pieces.....	6
(f) 6 Pieces.....	16
(g) 12 Pieces.....	19

7. Does "human interest" (pictures of pretty girls or photographs of people using the product) add greatly to the effectiveness of the display?

	% of Replies
(a) No.....	4
(b) Yes.....	96

8. Is modernistic artwork desirable?

	% of Replies
(a) No.....	0
(b) Yes.....	100

9. Is it practical for the manufacturer to provide complete window displays packed in individual cartons, forwarding these to jobbers so that the jobber can include a carton with a shipment of merchandise?

	% of Replies
(a) No.....	5
(b) Yes.....	95

10. Is it advisable for the manufacturer to furnish Business Reply (C.O.D.) Cards to jobbers' salesmen so they can fill these out with the names and addresses of those of their customers who are willing to use window displays, mailing these cards back to the manufacturer so the manufacturer can ship window displays to dealers direct from the factory?



Dealers Say Modernistic Artwork Is Desirable—Eberhard Faber Is Giving It to Them

	% of Replies
(a) No.....	34
(b) Yes.....	66

11. Are paper streamers to be pasted on windows of value, provided they are timely in character?

	% of Replies
(a) No.....	9
(b) Yes.....	91
(c) What size of streamer is best?	
Average 12" x 38"	

12. Are enlarged reproductions of current advertisements run in national publications effective as window displays?

	% of Replies
(a) No.....	28
(b) Yes.....	72

13. Should window display be designed to "tie up" closely with the style of advertising used in the magazines?

	% of Replies
(a) Not necessarily.....	61
(b) Yes.....	39

14. What manufacturer furnished the best window display during the last year? Eliminated

SAVINGS deposits in Detroit banks are rapidly increasing.



IN the six months' period ending July 1, the increase in savings totaled \$30,634,000. During the six months' period ending with December 31, 1929, the increase was but \$7,563,000. More than four times the increase in the first half of 1930 compared with the last half of 1929.

SAVINGS deposits in Detroit banks now total \$582,060,000, or nearly \$400 per capita.



THIS is a good omen, suggesting a discarding of some of the "vanities of 1929," and a return to sanity.

AMONG Detroit newspapers, The Free Press has the largest percentage of total circulation among those who have. Which means those who can, and are, buying now.

The Detroit Free Press

FERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

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ing the vote for Eberhard Faber (as being perhaps expected from Eberhard Faber dealers) a great variety of answers was given. The most popular display received only 12 per cent of the total votes cast.

Summary

1. One general window display designed for an average size window is satisfactory, and it is not necessary to have three displays made to fit large, medium and small windows respectively.

2. The largest size piece generally used for window display should be not larger than approximately 24 inches by 36 inches.

3. The most popular display is a large center piece with wings on each side, together with several smaller easel-back cards.

4. A window display featuring several well-known products made by a manufacturer is preferred to one advertising only a single product.

5. A manufacturer can advantageously offer a display sufficient for a complete window about twice a year.

Besides complete window displays furnished twice a year, the manufacturer can also supply additional miscellaneous window display material about four times a year.

7. Human interest in window display wins by an overwhelming vote.

8. That modernistic artwork is desirable is evidently the practically unanimous verdict of both jobbers and dealers. (There may, however, be a difference of opinion as to what is meant by "modernistic").

9. A considerable number of jobbers seem to be willing to send out attractive window displays at least once a year with (in this instance school supply) merchandise, provided these displays are sent to them packed complete in individual cartons ready for convenient reshipment.

10. Business Reply (C.O.D.) Postcards can profitably be furnished to jobbers' salesmen so that they can mail these to the manu-

facturer giving the name and address of each of their customers who will use the manufacturer's window displays. The manufacturer can then send displays direct to the dealer with reasonable certainty that they will be used.

11. Paper streamers approximately 12 inches by 38 inches are acceptable for pasting on windows.

12. Enlarged reproductions of timely advertisements being run in national publications may be useful for window display but quite a large minority is not enthusiastic about this form of advertising.

13. It is not necessary to have window displays of a style exactly like that of advertising used in publications.

14. It is difficult to obtain any unanimity of opinion as to what can be considered to be the "best" window. It is noted, though, that the element of novelty seems to be of major importance.

* * *

Though the deductions listed in the above summary cannot be considered to be inviolable "laws," they at least furnish a basis upon which an advertiser can work, subject to changes due to special or unique conditions involved in the marketing of any specific product.

A. B. McCallum Buys Interest in Colorado Daily

A. Boon McCallum, formerly with the Conner Advertising Agency, Denver, has purchased a half interest in the business of the Betz Publishing Company, Lamar, Colo., publisher of the *Lamar Daily News*. He will serve as business manager, while Fred M. Betz, formerly sole owner, will take charge of the news department.

Advanced by Carson, Pirie, Scott

Herbert W. Gilmour, for eleven years with the wholesale division of the Carson, Pirie, Scott Company, Chicago, has just been appointed assistant advertising manager, in which capacity he will serve as director of trade promotion.

Appoints Mathewson Agency

The Brookmire Economic Service, New York, has appointed Paul Mathewson, Inc., advertising agency of that city, to direct its advertising account. Newspapers and magazines will be used.

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It's the 'Big Town'



of the Far Southeast

JACKSONVILLE! clearings showing steady
Proved dominant in buying, stores prosper-
population by the census, ous.*

with 135,336*; most impor- And from the heart of
tant as a rail and steamship this stabilized area extends
center; the central point of the unequaled circulation
commercial distribution for spread of "Florida's Fore-
the far southeast. most Newspaper"—7-morn-

Building active, bank ings-a-week!

*If it is true, according to the International Labor Office at Geneva, that there is 16 per cent unemployment in the United States, consider the stability of Jacksonville, less than 3 per cent, according to the 1930 census.

The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Member of the 100,000 Group of American Cities

SIX MONTHS records of Department Store linage in New York

Compiled from the Advertising Record Company figures for New York.

GAINS.

NEWS . . .	383,250
Sun	175,318
Herald Tribune . .	97,556
Times	94,543
Journal	67,359
Telegram	54,628
Mirror	15,193

ONEWS

SUN

HERALD TRIBUNE

TIMES

JOURNAL

TELEGRAM

MIRROR

LOSSES

American	13,877
Graphic	36,820
Post	41,526
World (A)	52,446
Bklyn. Times . . .	108,723
Bklyn. Stan. Union .	196,430
World (B)	214,737
Bklyn. Eagle . . .	466,719

GRAPHIC
POST
WORLD (A)

BKLYN. TIMES

STANDARD UNION
WORLD (B)

EAGLE

NOT IN THE RED!

. . . and under this head include New York City department stores for the first six months of 1930; all on a par with normalcy, some ahead of last year. And all using more advertising to make more business. Many of them find high-priced News space an economical habit, and have given The News the largest gain in this classification for the first semester. For greater help in hard selling—the huge circulation, low cost, and high attention value of New York's universal newspaper.

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

220 EAST FORTY-SECOND STREET, NEW YORK

Kohl Building, San Francisco + Tribune Tower, Chicago



Editorial FAIRNESS Alone Doesn't Make a Magazine

**But, Editorial FAIRNESS is
one reason for the success
of NATION'S BUSINESS**

Nation's Business expresses itself editorially for or against, as it believes right—but it does not hesitate to give both sides a hearing.

For instance . . .

William McFee in his article, "Ships, Sentiment and the Balance Sheet," told his reasons why the United States cannot operate successfully its own merchant marine. Later Herbert Corey in "Yes, We Can Operate Our Own Ships" presented the other side of the question.

W. O. Saunders in "I'm Getting Tired of Being Made Discontented" told why he thinks modern advertising methods are all wrong. Theodore F. MacManus answered him in "Only Lazy People are Contented."

Two examples of the editorial fairness which prompts Nation's Business to present both sides of an important controversial discussion.

NATION'S BUSINESS • Washington • DC



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Answers for the Adverse Critics of Advertising

Some Handy Replies to Questions That May Prove Embarrassing,
Even to the "Experienced Ad-Crafter"

By Aesop Glim

HAVEN'T you one or more friends—laymen as regards advertising—who are constantly telling you that advertising is all a batch of applesauce? I have one friend who is particularly annoying in this respect; his ignorance of the wonders which advertising is constantly achieving is both appalling and distressing—because, in other ways, he is quite intelligent and I am inclined to like him a great deal.

My friend makes his money in Investments (Capital "I") and his revered father before him, made a fortune in Coal (Capital "C")—both without any apparent recourse to advertising. In many, many arguments I have failed to win more than a grudging, "It may work for some few lines of merchandise, but most of the time it is 100 per cent waste."

What can you do with a man of that sort—if you happen to like him?

Well, just the other day, old Aesop Glim got into a discussion with "one of the elders" in this business of advertising. I managed to get him talking on this very subject—of how to meet the constantly recurring criticisms of advertising and advertising men. I will give you the essence of our discourse, in which I asked the questions (or made the charges) and he gave the answers.

It may be well for each of my dear pupils to weigh these answers carefully and either memorize them or think up better ones. From time to time you will be glad you are prepared for battle.

The Critic: The amount of money spent for advertising each year in this country is enormous. I understand that it is somewhere around a billion and a quarter dollars. This seems to me to be

a terrible extravagance—a waste of good money which might be far better spent in other ways, bettering the conditions of the working man or some form of out-and-out charity. And if it isn't extravagant waste on the part of the manufacturers, it must be an unnecessary burden, an exorbitant tax, on the buyers of advertised merchandise. How can you possibly justify such a figure?

The Advertising Man: Well, as to waste, let us grant that there is a certain, indeterminable percentage of inefficiency in our methods of preparing and using advertising. But, let us also recognize that modern advertising—advertising as far as we understand and practice it today—is a comparatively young "element," "factor" or whatever you choose to call it. There is no denying the fact that advertising was essentially a gold-brick proposition during the latter half of the past century.

Advertising Has Been Better Since 1911

But a change slowly took place in the first ten years of this century. Some of "the better element" got together and decided that it was time to draw up a code of ethical practices, to eliminate as many of the unknown factors as possible, in short, to standardize the business as a legitimate business. Since about 1911, advertising has been conducted on a more scientific basis, with every possible endeavor to substitute knowledge for guess-work; to make market analyses and business surveys the basis for advertising plans, instead of any former hit-or-miss, shooting-in-the-dark methods. And, by and large, that is being achieved. We haven't reached any Utopia yet, but I doubt whether our success in reducing

waste and inefficiency has been any slower in arriving in advertising, than it has been in cutting and conserving our forests, or in the manufacture of steel, or the elimination of insurance abuses, or even the development of our knowledge of medicine. The effort is being made sincerely and the best endorsement of present-day advertising lies in the fact that the money is spent voluntarily by the men who are reputed to be the ablest and most successful business men in our country. We are slowly reaching a point where our banks consider consistent advertising to be an important and favorable factor in determining the assets of a business.

As to advertising's being a tax on the consumer—that is primarily a matter of how efficient the advertising in question happens to be. As a principle, it is clearly demonstrated that efficient advertising permits large-scale manufacture and a consequent lower retail price. Advertising multiplies the potential number of prospects for the merchandise and each purchaser actually pays less for an advertised product than he would have to pay for the same product if it were produced and sold in smaller quantities. Wherefore, we may say, with considerable supporting evidence, that advertising pays for itself when it is right—and is, therefore, neither an added business expense nor an added tax on the consumer, when it is right. We are making progress every year toward making it "right."

The Critic: Advertising is guilty of creating ever new demands for luxuries, luxuries for which people feel no particular need until they are brought to their attention by advertising. We see girls who can ill afford such things wearing silk stockings, using expensive cosmetics and perfumes—going without food in order to save up the necessary money. We see men buying more expensive motor cars than they need, abandoning a perfectly good set of golf sticks in order to buy some new kind their current idol has just endorsed. It seems to me that advertising has created some rather nice moral and

economic problems, which demand considerable explaining and justifying.

The Advertising Man: It would be fairly easy to pass the buck on that charge. Is it really advertising that is guilty? Was it advertising which created the ideal of "Keeping up with the Joneses" or is that ideal something of separate origin? While we may grant that American Business has fostered and catered to that ideal, you must admit that advertising is merely a weapon of American Business; advertising has no separate entity. And even then, is advertising, as the mouthpiece of business, responsible to any greater degree than the editorial pages of our magazines and newspapers, or radio broadcasting, or telegraphy or any of our many means of rapid transportation? Isn't ceaseless ambition, both business and social, a natural product of our soil, our climate and the virile blood mixtures of our melting pot—in other words, something distinctly American and virtually unavoidable?

Don't Aim at Advertising Alone

Your target must be something broader than advertising, if you want to shoot at "Keeping up with the Joneses." And you must first decide, in your own mind, the moral and economic values of that oft-quoted statement to the effect that the humblest of us now enjoys more comforts than any king of the Middle Ages. If our standards of living are constantly rising—through luxurious necessities and necessary luxuries—is that a subject for regret or for joy? Morally, I don't know. Morally, advertising is not individually guilty. But, on the economic side, don't overlook the fact that this constant demand fosters a constant supply and keeps more people employed at better wages. And, one first principle of economics is that productive labor increases the wealth of a nation.

The Critic: I suppose that you would justify my next charge on about those same grounds—namely, that advertising is responsible for the extravagance caused by fostering rapid changes in fashions:

How Do You Do I'm Sure

DELIRIOUS? Right the first time! And who wouldn't be? Talk about happiness—the whole town's chasing its tail and barking sharp joy noises. And all about *water*. Yes, Thubert, plain, ordinary, wet water. Water to drink and to dunk the body in. Water to feed to our gas buggies, and to spray on the pansies. Sing praises, all ye gents and gentesses, the government has started actual construction on Boulder Dam. ◎ ◎ ◎ If you're not conversant with the situation, gather around and lend an ear. For long and dismal years The Examiner has led the fight for this final assurance of Southern California's future. We want the people who are flocking out here to have enough *agua* (agua) to satisfy every present and future need. Do we get it? *And how!* Boulder Dam is the baby that'll turn on the deluge. Cheaper power, too. If you require a few watts and volts, get 'em from Boulder Dam at cut-rate prices. ◎ ◎ ◎ Far be it from me to tell you gentlemen anything about *your* business, but isn't the paper that has the power and the courage to put over a project like Boulder Dam, the one to put over your product in this fourth market? Am I kidding myself or am I right in thinking that the first morning and Sunday circulation of better than 200,000 daily and 440,000 plus Sunday among the far-seeing moderns, is the one to carry your message?

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

fashions in clothes, furniture, automobiles, amusements and what-not.

The Advertising Man: I would use just about those same arguments. But I would readily grant you the fact that there is room for abuse—by merchants overly imbued with the idea of increasing their turnover. And, once again, I would try to divorce in your mind the weaknesses of human nature or the ruthlessness of business minds from those things which are advertising *per se*.

The Critic: What about the fact that advertising tends to create fictitious values—semi-monopolies—for specifically branded goods?

The Advertising Man: I think there are two separate answers to that one. There is first of all the question as to the value of buying by brand name—in other words, of branded goods versus unbranded. Assuming a distinct price difference, would you rather gamble one dollar, let us say, on an unbranded article—unbranded and unknown—or invest a dollar and a quarter for a branded product which has stood all the publicity and limelight that were necessary to make it a recognized branded article? Unless you considered yourself practically omniscient as regards all the materials and workmanship which go into every article you buy for your use and consumption, you would be far safer to select those articles which had been put to the test of time—and advertising.

The second question is that of whether advertising—or any other business force—can really maintain any degree of monopoly that is based on fictitious values. While it *might* be possible to kid the public for a long time, it would hardly be possible to fool competitive business men familiar with all the tricks and weapons of production, selling and advertising. If there were a false margin of profit on your wares, it would be no time at all before a competitor brought out competitive goods; then, between your selfishness and that of your competitor, the correct price would soon be established—to the consumer's immediate benefit. And

the more you fought, the more the consumer would benefit.

The Critic: Well, I have one more criticism. I maintain that the zeal of advertising men for creating new packages, and for all the tricks of packaging, has a tendency to establish false standards of value. Instead of buying by the pound or the dozen or whatever it may be, people now buy a week-end package, or a household package or a hostess carton or what have you. The buyer has no idea as to the exact quantity he or she is ordering and consequently no idea as to what the right price would be. The whole deal is arbitrary, on the dealer's part, and a matter of blind faith on the consumer's.

The Advertising Man: Once again I must admit that you have touched on something that is capable of wide abuse. But there was tricky merchandising before advertising ever came into being. Today, I think you will find much less tricky merchandising in the case of advertised merchandise than in the case of non-advertised goods. The advertising man's interest in packaging can be traced to two original sources. First, cleanliness—sanitary delivery of foods and drugs to the consumer in the same condition in which they left the factory. Second, the desire to establish brand demand—which we have already touched on. These were surely worthy ideals. To them, there have been added two other aims—one worthy and one not so worthy. The worthy aim lies in the matter of making the merchandise more convenient to the consumer's use. You can hardly quarrel with that, even though it has required some packaging of "arbitrary" units or quantities. The less worthy aim is the result of over-shrewd merchandising—ten for the usual price of a dozen or nine-tenths of a pound for the usual price of a pound. Where the sole aim has been "short-changing," you have ample grounds for criticism. But such practices are usually checked sooner or later by the pressure of competition. It hardly pays to jump

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If the SAN FRANCISCO families who cannot read English AND who cannot afford 10c for a Sunday newspaper were eliminated from "the picture," undoubtedly the

**San Francisco
EXAMINER**
would offer very close to
100% City Coverage!

As it is, without deductions of any sort, this 50-year-old leader in its field is bought, on Sundays, by

19 out of 20 City Families

THE October 1930
is the largest issue ever published
increase in advertising revenue
crease in advertising lineage
in advertising revenue for the
this year « 1930 is the best
ever had « Business is better

er 190 issue of True Story
ever published « 43 per cent
single issue « 32 per cent in-
crease « \$438,959 increase
the first ten months of
the year True Story has
as better than ever before.

to conclusions—or accusations. There may be other factors which don't always appear on the surface. For instance, the correct criterion is frequently quality, rather than quantity. Perhaps the ten units for the price of the usual dozen will do more work than fourteen units of the usual dozen!

The Critic: I move that we adjourn this meeting.

The Advertising Man: I heartily second the motion.

A. F. Stock, Treasurer, Knox Hat

Archie F. Stock, for the last five years treasurer and director of the Manhattan Shirt Company, New York, and, previous to that, with the industrial division of Lybrand, Ross Brothers and Montgomery, has been appointed treasurer of the Knox Hat Company, also of New York.

Ashley Kennedy, Jr., with "The Druggists Circular"

Ashley Kennedy, Jr., formerly an advertising representative with *Drug Topics*, has been appointed Mid-western advertising representative of *The Druggists Circular*, New York. He will make his headquarters at Chicago.

Appoints Baltimore Agency

The Belle Meade Farms, Belle Meade, Va., have appointed the Emory Advertising Company, Inc., Baltimore, to direct their advertising account. Magazines and direct mail will be used to feature nursey products and 'pedigreed ponies.

F. X. Finn with "Automobile Digest"

Frank X. Finn, formerly with the Chilton Class Journal Company, has joined the staff of the *Automobile Digest*, Cincinnati, as Western representative. His headquarters will be at Chicago.

Appoints Lescarbours Agency

Henry L. Crowley & Company, West Orange, N. J., manufacturers of synthetic ceramic products, have appointed Austin C. Lescarbours & Staff, New York advertising agency, to direct their advertising account. Radio publications are being used.

Tourist Association Appoints Lord & Thomas and Logan

The Philippine Tourist Association has appointed Lord & Thomas and Logan to direct a national advertising campaign to develop commerce and travel through Pacific Coast ports to the islands.

Complete Washington, D. C., Newspaper Survey

A newspaper reader survey, the third of a series and this time covering Washington, D. C., has been completed by the American Association of Advertising Agencies. The results have been published in a bulletin of fifty-two pages, which give the classification of readers of the five Washington newspapers by occupation and family income, and the amount of overlapping circulations.

The survey is similar to that conducted at Detroit. It was made by the research department of the association under the direction of Dr. Daniel Starch and was financed jointly by the *Daily News*, *Post* and *Evening Star*, of Washington.

R. J. Neville Establishes Own Business

Robert J. Neville, formerly with the National Register Publishing Company, and the Audit Bureau of Circulations, has opened an office at 185 North Wabash Ave., Chicago, as a publisher's representative. In addition to his own business, Mr. Neville will also be associated with the Western office of the "George McKittrick Directory of Advertisers."

To Become Percival White, Inc.

The firm name of White and Parton, Inc., New York, will be changed, effective August 1, to Percival White, Inc. As previously reported, Hugo Parton is now with Erwin, Wasey & Company. The new organization will specialize in market analysis and field research.

F. M. Tibbitts with "The Farm Journal"

Frank M. Tibbitts, formerly representing the *Dairy Farmer*, until its merger with *Successful Farming*, Des Moines, and previously business manager of the *Dairyman's League News*, New York, has joined the New York advertising staff of *The Farm Journal*, Philadelphia.

American Tractor Equipment Plans Campaign

The American Tractor Equipment Company, Oakland, Calif., has appointed Colman & Seabee, San Francisco advertising agency, to direct an advertising campaign to start in August. Engineering and contracting publications and direct mail will be used.

L. O. Read with Vanderhoof

Leslie O. Read, formerly with Matteson, Fogarty & Jordan, and recently with the Bellamy-Neff Advertising Agency, both of Chicago, is now with Vanderhoof & Company, advertising agency of that city, as copy writer and account executive.

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A Bullish Note

82³/₄ pages..

*average
advertising
per issue
for first
half of
1930*



Fortune

40,000 at \$10 (net pd. av.) guaranteed for 1931

43% lineage* gain..

[1st Half 1930 over 1st Half 1929]

*15 of the 1st Half's
26 issues reached
the 80-page limit.*

*Two fall issues
are already com-
pletely sold out
& six are very
nearly sold out.*



*97% net advertising revenue gain.

TIME

The Weekly Newsmagazine

350,000 (net pd. av.) *guaranteed for 1931*

Both **TIME *and* FORTUNE**

- are essential, "desert-island" choice magazines...
- have natural, uninflated subscriber-circulations.



FORTUNE is the logical Medium Number One on the list of the large luxury advertiser. **FORTUNE** is the logical backbone of the campaign of the medium-sized luxury advertiser. **FORTUNE** should be the entire list of the small luxury advertiser... **FORTUNE** offers advertisers the most intensive coverage of the people who have greatest buying power.

TIME offers general advertisers an Essential Magazine now avidly read by over 300,000 prosperous, influential subscribers and their families — the biggest, most enthusiastic quality circulation ever assembled.

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Breaking Sales Ground in Portugal

Senhor Apothecary, a Conservative, Is Skeptical Till Shown That American Advertising Methods Do Mean Business

By G. H. Landes

Export Department, Vick Chemical Company

BECAUSE of the language barrier and the fact that it is a small country with a relatively low buying power, Portugal is considered to be "worth pins" on the export manager's map. Yet Portugal (as Bill Nye said of Wagnerian music) is "better than it sounds." For, though at present only a minor market for American products, it is an interesting and particularly receptive one, capable of absorbing imports equal to those of the average country of six million inhabitants.

The very fact that Portugal has not been "worked" as intensively as the better-known European countries accounts for the genuinely cordial reception I received at the hands of merchants, bankers, newspaper editors and even government officials—not only in twenty small towns but also in the larger and busier centers of Lisbon and Porto.

True, the Portuguese gentleman—and every business man in Portugal is a gentleman—will see no one before ten-thirty or eleven in the morning. That is because he arrives at his place of business only at that hour. A real American, particularly one from New York, is still enough of a rarity to excite his curiosity. Also since one of the Senhor's aims in life is to see New York, he will gladly drop his routine affairs to get a few first-hand impressions from one fresh from the Fabulous City. So, as a rule, there is no difficulty about securing a favorable hearing.

But affability and interest in the Modern Metropolis do not mean

that Senhor Apothecary is eager to take on a product made in the U. S. A. when it is first presented to him. The drug trade in Portu-

Remedio de Vapor que Ataca Tosses e Constipações Por Dois Modos

Actua Atraves das Vias Respiratorias como um Vapor e Atraves da Pele como uma Cataplasma

Um unguento que basta esfregar na garganta e no peito ao deitar

As constipações, na sua maioria, começam como uma inflamação do delicado tecido das vias respiratorias no nariz e na garganta, que

é comido qual sempre por germes respiratorios. O modo mais rapido de aliviar estas dores, é por meio de vapores medicamentosos, que podem tambem ser respirados. Alguns vapores, podem hoje em dia, ser obtidos facilmente por casa com o Vicks VapoRub, o moderno unguento vaporizante. Esfregado na garganta e no peito á noite, exerce uma dupla acção contra as tosse e constipações de todo o genero.

Os seus ingredientes são vaporiza-

des pelo calor do corpo e inalados directamente sob as cobertas respiratorias, ajudando as espirações e aliviando a respiração difficilissima. Ao mesmo tempo, actua através da pele sobre uma cataplasma, "extrahendo para fora" a oppressão e ajudando os vapores inalados a aliviar a congestão.

O Melhor para Constipações Infantis

As constipações, na sua maioria, são dissimuladas de manhã por este tratamento directo. É bem especialmente para crianças, pois evita o uso de medicamentos internos que desarranjam os seus pequenos e delicados organismos.

Conquanto novo aqui, o Vicks tem sido um remedio contra gripes muito adoptado nos Estados Unidos ha muito tempo, onde são empregados agora mais de vinte e seis mil milhões de latões anualmente para constipações de crianças. É em mais de noventa e cinco países a sua acção está de momento sendo crescento rapidamente.

VICKS
VAPORUB
Para Todas as Constipações

PARA LHEMOS GRATIS DE VICKS VAPORUB
envie-nos o seguinte cartão preenchido e
Vick Chemical Co., 112 E. 42nd St., New York, N. Y. A.

Nome _____
Endereço _____
Cidade de _____

The Vick Company Reports That It Received a Surprisingly Large Number of Requests for Samples from the Readers of This Advertisement

gal is ultra-conservative, and to most of the druggists I called on, Vick's VapoRub was a new and untried item.

They were inclined to be skeptical about its sale until they had been shown they would get special help in the way of newspaper advertising, sampling and posters. Even then they were apt to remain a bit incredulous until customers actually came in asking for our product.

Indeed, I found that conservatism is carried to the point of view-

ing with disfavor the advent of any and all prepared remedies on a large scale. The old-time druggist—and he is still the prevailing type—regards them as presumptuous intruders into the domain of his pet remedy. For, almost without exception, each druggist makes up a preparation of some sort for ailments ranging from tuberculosis to sore thumbs, which he puts out in his own name and recommends to his customers religiously.

He feels that, with the exception of this pet preparation, medicines should be dispensed on a doctor's prescription and compounded in the back room of his pharmacy. Popular demand, however, has compelled one druggist after another to carry an ever-increasing number of advertised preparations; but it will be a long time before they sell clocks, books, electric toasters, and pineapple sodas. I did find one enterprising young druggist who was attempting Kodaks as a side line; but he confided to me that he felt the experiment was a bit radical.

The type usually encountered, however, is the genial old fellow who has been in the same store, with the same blue glass jars adorning the walls, for twenty or thirty years. Perhaps in some instances the wooden rail over which he formerly dispensed advice and medicines has given way to a modern showcase in which a good number of the more familiar packages are displayed. That is usually about the only change.

Some of the more progressive dealers in Lisbon and Porto allowed me to have demonstrations conducted in their stores. At first they were aghast at the idea, believing that the sombre atmosphere of a pharmacy should not be desecrated with anything so commercial. But after one had been seduced and the effect of the demonstration had been noted by jealous competitors, the latter were willing—even anxious—to have a try at it themselves.

As regards newspaper advertising the *modus operandi* is rather complicated for an outsider, especially if he be from the U. S. A., with no ABC figures to guide him.

Of one thing, however, he can be certain: Namely, being an American, he is reputed to be burdened with more dollars than he can readily dispose of. Newspaper owners are not in the least averse to getting what they consider their fair share of this free-flowing munificence.

I found their printed rates a good deal higher than the figures they were quite willing to accept when the conversation boiled down to a matter of "take it or leave it." They are really glad to have foreign advertising and secretly proud to have it appear on their pages—so much so that a little flattery will go a long way toward getting a reduction of an extra 10 per cent.

Brazilian Copy Used

The copy used (and still being employed) was selected from "past performances" in Brazil, the only alteration necessary being to change the spelling to the modern orthography which the Portuguese Republic (but not Brazil) adopted a few years ago.

I was unfortunate enough to have with me only master plates with the foundry guards on, from which I thought the papers could easily make up stereotypes for their pages. One of the papers did. The others were completely mystified, although they would not admit it. The result was that several of them carefully mounted master plates, used them as electros, and produced ads resembling funeral notices. I am not sure, however, that this was any detriment, since many of the local ads set up by the papers carry just such black frames around them as foundry guards produce. At any rate, they pulled.

If the 70 per cent illiteracy attributed to Portugal actually exists, then we must conclude that the fortunate 30 per cent reads its newspapers assiduously. As a test of the general interest in newspaper advertising we ran coupons in a number of our ads, redeemable with samples. We found that returns were considerably above the average shown by similar tests in other markets. (In Spain, for example, the same type of coupon

"... doesn't need
any push—
because it has its own pull."



by M. S. Lunn

Circulation Director, New York American

Reflected glory—that's the most I deserve for the notable increase in the circulation of the New York American. It's the editorial department that has brought us our new readers. The editors, reporters, cameramen, columnists, department conductors, the people you meet in the news room—they're the ones who deserve the credit. They've put out a paper which meets every journalistic need of New York—the need of a paper thoroughly in tune with the city's tempo—a modern paper—a fast-reading paper—yet a paper filled with features of worth and edited with faith-building authenticity. That's today's New York American. That's the secret behind its growth—the one reason why it is growing faster than any other newspaper in town. As circulation manager, I can tell you where these readers live—where your advertising messages go when they appear in the American. And that's everywhere worthwhile in the metropolitan market!

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

ads, run in the best mediums, brought practically no response.)

So space in any of the leading Portuguese newspapers can be considered a good buy, irrespective of circulation claims, which are in no case certified. The actual figure is apt to be somewhere between the paper's own boast and its nearest rival's scoff.

Outdoor advertising in cities is limited by the narrowness of streets. Such sites as are available are used mainly by the moving picture houses. Some permanent outdoor advertising is done very attractively in tile, in railway and interurban car stations. Highway advertising is, for the present, of little value because good roads are a recent development. Though American automobiles are increasingly in evidence, motoring has not yet become a general means of transportation.

As regards advertising in the store itself, the attitude of the Portuguese druggists is very liberal. They willingly accept attractive window displays and indoor pieces without payment, provided they view the product with favor or already carry it in stock. (This again contrasts with Spain, where almost every window must be paid for.)

House-to-house sampling is not entirely a novelty in Portugal, but it is new enough to create an almost immediate demand. Persons receiving samples will generally examine them carefully and read any explanations or instructions. It is not unusual to see the recipient of a sample hail a passing friend to have him read the leaflet and explain what it's all about.

To the illiterate the mystery gift is a sensation. And an almost equal curiosity over getting something for nothing is manifested by many of the reading public, eagerly presenting their coupons at their druggists to see what the free present will be like.

Furthermore, the effect of an advertising and sampling campaign is helped along by the fact that the Portuguese are by nature great spreaders of news. If Mr. Fernandes opens a shoe-shine parlor in the middle of the block and

makes a success of it, he is likely to find his place of business surrounded by shoe-shine parlors in a very short time. By the same token, any article with a reasonable sale is almost sure to be copied if not properly protected.

My personal worry was with the new tariff and the slow procedure of getting goods and samples through the Customs. This new tariff went into effect at the beginning of the year, its declared purpose being to increase duties on luxuries and decrease them on necessities. The Portuguese themselves, however are inclined to question the judgment of the Minister of Finances in separating the luxuries from the necessities. Customs inspectors are apt to settle ambiguity rather arbitrarily, with the result that identical merchandise may be classified differently at different ports of entry—according to the whims of the inspector in charge.

Credit Ratings Hard to Get and Payments Slow

Another thing that one is "up against" is the impossibility of ascertaining credit ratings. Banks are non-committal in giving out information concerning their depositors or firms with which they are acquainted. They will give very similar reports on houses of good and bad standing. Almost no firm is blacklisted, and none is worthy of unlimited credit. When asked pointblank questions, they answer either evasively or, "We cannot say."

Since Portuguese firms pay taxes on capital, it is rather customary to declare a very nominal figure which is no indication of actual resources. And this figure—the firm's declared capital—is the one figure which banks are willing to disclose. They wisely advise caution in extending large credits to anyone.

Fortunately for our line of business, the drug trade is perhaps the soundest of any in Portugal. The local pharmacist with whom we deal is a man of integrity, looked up to by the community. If he places an order he may be a trifle slow in making his payment, but

First In the Morning

Circulation:

The Los Angeles Times is strictly a morning newspaper. It issues no afternoon or early evening editions. Over 98% of its total circulation is distributed and read in the morning hours.

The Times likewise is strictly a home-delivered family-read newspaper. It prints no unwarranted street extras or off-hour editions. 97% of its 40-mile circulation is either delivered to homes by its own market-wide carrier system or distributed by affiliated independent carriers and dealers.

Notwithstanding the substantial character of The Times coverage and its freedom from all forms of waste and inflation, The Times exceeds all other Pacific Coast newspapers in gross volume of morning circulation.

Advertising:

During the six months ending June 30, 1930, the Los Angeles Times carried a greater volume of advertising, both display and classified, than any other western newspaper, printing a gross volume of 10,039,050 agate lines.

In the local morning field, The Times led all other local morning newspapers in the following major classifications:

Department stores; Amusements—theatres; Books—publishers; Agriculture—livestock; Clothing—women; Cafes—restaurants; Churches—lectures; Drug stores; Schools—educational; Drugs—tollit sundries; Machinery—mech. arts; Hotels—resorts; Financial; Foodstuffs—markets; Furniture—furnishings; Hardware—heating; Medical—professional; Real estate—promotion; Shoes—sundries; Transportation; Miscellaneous.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresser Co., 366 N. Michigan Blvd., Chicago, 335 Madison Ave., New York. *Pacific Coast Representative:* R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.



STARLING H. BUSSER
Vice-President
and Account Representative
New York



MURRAY K. GUTHRIE
Vice-President
*in charge of
Minneapolis Office*



J. BURTON STEVENS
Art Director
New York

Not Overspecialized

Each of us here has one chief function to perform, whether as art director, account representative, or member of a department. But nearly all of us double in brass. ¶ Many of our writers, for example, can take a sketch block and show the art director or a client exactly what they have in mind. Many of our art directors are able to contribute ideas to the preparation of headlines, as well as to their arrangement. Many of our account representatives can both write copy and suggest a layout. ¶ In fact, it might not be a bad idea if we eliminated designations altogether and just called all our people advertising men and women!

**FREDERICK B. MANCHEE**

Assistant Account
Representative
New York

**PAUL J. SENFT**

Office Manager
New York

**LOUISE GIBBONS GURNEE**

Writer
New York

**WILLIAM F. VIEHMAN**

Account Representative
Pittsburgh

**HOMER FICKETT**

Publicity Department
New York

BATTEN, BARTON, DURSTINE & OSBORN

INCORPORATED
ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

FIRST in KANSAS and MISSOURI

The Weekly Kansas City Star has more rural route circulation in Kansas and more total circulation in Kansas than any farm publication printed in Kansas. In Missouri, The Weekly Kansas City Star holds a like supremacy over any other publication printed in Missouri.

First in two great agricultural states—besides being first of all American farm weeklies in total rural route circulation!

Get your share of patronage in the great rural Southwest. The Weekly Kansas City Star offers more than 500,000 paid-in-advance circulation at the lowest milline advertising rate in the farm paper field.

The Weekly Kansas City Star.

**Largest Weekly Rural Route Circulation
in America**

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eventually he will pay. So honest is he, that his supplier, instead of sending him a bill for the amount due, will frequently send him a signed receipt, in the expectation of receiving "something on account" by return mail; though payment in full is rarely expected in short order.

Our collections, while not exactly "brisk," have been fairly sat-

isfactory. And the outlook for the future seems encouraging because of the fact that, under the present Dictatorship, Portugal is decidedly on the up-grade.

In the Azores (which are a part of Portugal) we have found that American methods are taken to with alacrity, many of the natives having lived in the United States and caught the modern spirit.

What Groucho Says

A Big Job Is Offered to Him—Should He Take It?

ISAY, I got a new job! That is I got it if I'll take it. Other side of the fence, too.

Feller said he liked my stuff. Then: "I'm offering you this job because you have vigor, sense, experience, tact, personality, training, mastery and poise."

Whew! I clapped my hand over my mouth.

"What you laughing at?" he asks.

"I'm not laughing. I'm only closing my face so I won't say 'yes' before I learn what the job is and what the pay is. Don't mind admitting that nobody ever called me all those things before, even friends I've known all my life. Here you have only seen me three minutes and you read me like a book."

Did he grin? He did *not*. "Mr. Groucho, my success depends on reading character at a glance. Besides that, I've looked you up."

"But Mr. So So, what's the job?"

"Sales and Advertising Manager of our great business. You'll be directly responsible to our Sales Director, who in turn is directly responsible to me. I am Vice-President in charge of Sales, Advertising and Promotional Finance."

"Fine so far, Mr. So So. Next I'd like to know about salary."

Can't give you the figures. But if Gent. Treas. heard them he'd say you ought to hire a whole army corps for that money.

Mr. So So sat there waiting for me to fall on his neck and weep for joy, but I didn't—not yet.

"Really, Mr. So So, I'd like to

know the low-down reason why you want me."

"Isn't it enough that you are offered a high position in our great house?"

"No sir. Sorry, but it isn't enough."

"Well then, I'll tell you, Mr. Groucho. One of your responsibilities would be that of contact with our advertising agents. I'd expect your salary, large as it would be, to cost us nothing because of the increased efficiency and decreased cost of our agency bills. You undoubtedly know just how to get the most out of an agency and how to audit agency bills."

"I'm not so sure about that."

"I am."

"But shouldn't I see the Sales Director, the man who would be my superior?"

"Ordinarily, but he is in California and he will accept gladly any man whom I employ. This is a direct offer. Suppose you take two days to decide. Good day, Mr. Groucho."

That was all. He pressed a button. A slave came in, bowed from the hips and escorted me out. Everybody who came in to this V. P. bowed from the hips. It was very pretty. If I go there, I'll get those salaams too.

And the money, more'n twice what I get now!

Went back and told Boss. Expected him to raise mine eyes to the hills of glory, lit by future opportunity where I am. But he didn't.

He said: "Groucho, I'd hate to

see you go, but I can't bar the open door of your big chance in life." And a lot more like that. He ended with, "and Groucho, your friends here will never forget you, and I hope that if you go, you'll not forget your old friends here."

Then I saw the big account hunger in his eye and tumbled to why he wasn't begging me to stay.

You don't blame him? Neither do I.

It's a big money job, but I'd be a grand duke and I've never learned to be a highness, and yet, why shouldn't I learn to be a grand duke for that money?

Will I take it? How do I know? Looks like I gotta. Boss will think I'm an awful boob if I don't. Not only that, he'll think I cheated him out of the biggest account we ever had a chance to get. How will I decide? I'll either get an idea or toss up a coin. I'll tell you the result next week.

GROUCHO.

Death of F. J. Robinson

Fred J. Robinson, Western advertising manager of the Chilton Class Journal Company, Philadelphia, died at Chicago last week as the result of an automobile accident. Forty-six at the time of his death, Mr. Robinson had been with the Chilton Western office for more than twenty years. His first connection with advertising came as a member of the advertising staff of the Chicago *Examiner*.

New Account to Frank B. White

The Buckner Manufacturing Company, Fresno, Calif., producer of hoseless golf course irrigation systems, has appointed the Frank B. White Company, Chicago advertising agency, to direct its advertising account.

Confection Account to Aubrey & Moore

Good Humor, Inc., Chicago, ice cream confection manufacturer, has appointed Aubrey & Moore, Inc., advertising agency of that city, to direct its advertising account. Newspapers will be used.

M. S. Beggs Joins Broadcasting System

M. S. Beggs, formerly New England representative of *The Farm Journal*, Philadelphia, has joined the Electrical Transportation Broadcasting Systems, Inc., New York, as vice-president.

Suggests Publishers Have Copy Editors to Work with Advertisers and Agencies

THE KENYON COMPANY, INC.

BOSTON, June 30, 1930.

Editor of PRINTERS' INK:

Oscar Graeve's article ["The Love Interest in Advertising"] in the June 19 issue of PRINTERS' INK presented a new point of view in such interesting fashion that I would like to see some further discussion of it in your columns. Perhaps the following personal reaction, with its provocative ending, may help to stimulate some of your readers to "come back" at both of us.

IRA NEWTON JELALIAN,
Vice-President.

...

Not at all preposterous, Mr. Graeve! Your suggestive and stimulating advocacy of the love interest in advertising addressed to women adds a most potent voice to that of the one crying in the wilderness.

Preposterous? Hardly! In fact, the lack of love interest—with its many ramifications—in advertising which appears in women's publications may be the reason for the fact that readers often are found to be comparatively unresponsive to the best-laid plans of advertiser and agent.

I can hardly flatter myself that your eye caught an article which appeared recently in PRINTERS' INK under my own name. The last paragraph read as follows: "It seems to me entirely logical . . . to predict that advertising copy of tomorrow will be based on as intimate a knowledge of each publisher's audience as his editor's choice of articles and stories. And that knowledge has just one source: humanity itself."

With that proposition as a premise, I think it follows inevitably that in advertising to women in magazines which contain love stories predominantly—and for which their readers buy the magazines—the advertiser should inject into his page some of the same human qualities and the "he and she" atmosphere which give interest to the editorial columns.

You have performed a valuable service to all of us whose business it is to interpret the products of our clients in terms of the wants and needs of mankind by your interesting presentation of the case for an increased use of fundamental human emotions and experiences in advertising copy. I wonder whether the next logical step in the development of the relations between publishers and advertisers may not be that publishers will maintain directors of copy, or "copy editors," much as they now have marketing specialists and merchandising men, to work with advertisers and their agents in developing copy ideas based on the individual requirements of the readers of each publication?

Emmett Fuller, formerly publisher of *The Pepper Pot*, Casper, Wyo., has joined the Alexander Advertising Agency at Denver.

Reach the Purchasing Agent in Seattle H...

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Reach the Purchasing Agent in Seattle Homes ... Through the Post-Intelligencer

DURING the recent Knight Market Study of Seattle, facts were obtained through direct inter-
view with *the women heads of Seattle families.* © © © Their own personal testimony disclosed
that: *Over 75 per cent of the Post-Intelligencer's circulation is delivered regularly into their*
homes daily directly to their conscious attention. © © © They read it; *absorb* it. The balance goes
to the unattached element ... young business men and women not living in family groups, and
transients ... yet all *consumers* in the Post-Intelligencer market.
500,000 market facts on Seattle are at your service through any of the following Post-Intelligencer
national representatives:

W. W. Chew, 285 Madison Avenue, New York City.

J. D. Galbraith, 612 Hearst Building, Chicago.

A. R. Bartlett, 3-129 General Motors Building, Detroit.

Slayton P. La Due, 625 Hearst Building, San Francisco.

SEATTLE POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!

Kimball Kahntact Complains About Space Salesmen

He Says That 75 Per Cent of Those Who Call on Him Would Save His Time and Theirs If They Never Came Around

By J. Clement Boyd

Vice-President, W. I. Tracy, Inc. (Advertising Agency)

KIMBALL KAHNTACT is an account executive of a small advertising agency. He handles the advertising of eight concerns. Each one of these organizations places advertisements in anywhere from six to forty publications each month. Allowing for duplication, he issues orders for space to at least 150 different magazines and newspapers monthly.

During the course of the month it is practically certain that a representative from each of these publications will call upon him. Moreover, it is absolutely certain that an equal number of representatives from publications that are not getting the advertising, and can see no reason why they should not, will camp in the lobby of his office and demand to see him.

Not all of these callers, however, confine their visits to a single call per month. A large percentage seem to feel that Mr. Kahntact misses their company or that they are not doing right by our publisher unless they come beaming or scowling, as the case may be, into the agency reception room once a week.

Add to this imposing retinue the usual number of printers, lithographers, engravers, artists, radio program geniuses and recent college graduates looking for jobs, and it is a dull week when Mr. Kahntact does not have from seventy-five to 100 well-wishing visitors. This does not include insurance agents and shirt salesmen.

So our hero goes to his office each morning secure in the knowledge that his day will be brightened and his creative work inspired by the interruptions of twelve to twenty callers. Allowing five minutes per call, this

IT'S a never-ending problem—this matter of the advertising agency space buyer and the space salesmen who call on him. Periodically it flares up and then dies out. Nothing much has ever been done about it.

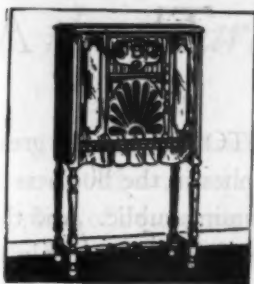
This time it is a space buyer who sets off the fireworks. He seems to be quite bitter toward the whole tribe of space salesmen. Almost looks like a vendetta.

Wonder what the outcome will be this time.

stream of visitors will take up one hour to an hour and one-half of his time. The majority of these representatives consider five minutes as naught but prologue time in which to work up steam for a sustained selling talk. And so the theoretical hour or hour and one-half stretches out to several hours or more.

Of the average number of fifteen callers each day, perhaps one or two are struck with the brilliant idea of telephoning Mr. Kahntact and asking for an appointment before tramping around to his office. The others wander in any time from 9 a. m. to 5 p. m. and are exceedingly provoked if Mr. Kahntact does not rush out immediately with a welcoming smile or send out word to Flossie at the desk to show them into his office at once.

It may come as news to those who make a living selling space that advertising agents have occasionally to work up advertising campaigns and that it cuts into an agent's evenings horribly if he has to do homework. It is nice to be able to evolve ideas, plan schedules, write copy, prepare layouts and all the rest of the merry whirl while one is at the office. It leaves



54.54% of News families own radios while only 43.52% of all Cleveland families have them. Further evidence of The News' greater-than-average responsiveness.

more buyers among readers



Knight findings show that News families are far above average in purchasing power. Savings accounts run 9 per cent higher; charge accounts 10 percent more; motor car ownership 7 percent greater.

Retail advertising records substantiate Knight facts; department stores, shoe stores, grocers, women's specialty shops and druggists—retail lines particularly dependent upon the number of buyers

among readers—used far more space in The News and the other Cleveland evening paper during the first six months of 1930 than in the morning medium.

Readers and retailers prove it by purchase that Cleveland is a two-paper, evening-paper market.

THE CLEVELAND NEWS

GEO. A. McDEVITT CO., National Representatives

The Bigger They Are . . .

DEPARTMENT STORES use up great quantities of supplies in the business of serving the consuming public. And the bigger the store, the more it uses, not only in toto but in proportion to gross sales:

Annual Sales of Department Stores		Percentage Spent for Supplies
Under	\$250,000	.7%
\$250,000 to	\$500,000	.9%
\$500,000 to	\$1,000,000	1.0%
All stores under	\$1,000,000	.85%
" "	over \$1,000,000	1.5%

Hence the big store—department store, specialty shop, departmentized store in such lines as home-furnishings, etc.—is continuously the best of prospects for the manufacturer of anything used in the business of serving a service-hungry public.

RETAIL A FAIRCHILD PUB.

8 EAST 13th STREET NEW YORK

DAILY NEWS RECORD MEN'S WEAR FAIRCHILD TEXTILE-APPAREL ANALYSIS WOMEN'S WEAR
FAIRCHILD'S INTERNATIONAL (PARIS) RETAILING STYLE SOURCE FAIRCHILD TEXTILE

Are . . . *the Harder They Buy*

For the maker of wrapping and packaging supplies; of labels, marking tags, etc.; of office supplies; of decorating and promotional supplies; of building-operating-and-maintenance supplies; of delivery supplies—indeed of any of the things for which big stores spend 1.5% of their gross income, the big store is a potential customer of the first importance.

And the important buying executives of the big store are easy to reach. RETAILING, the Fairchild weekly newspaper of modern distribution methods, reaches the management executives of every big store in the country—reaches them and gets their close attention, for it is a professional store management paper.

For this reason it is an ideal medium for advertising by the manufacturer of any commodity used as supplies by the department store.

TAILING

ILPUBLICATION

STREET NEW YORK, N. Y.

ANALYSIS WOMEN'S WEAR DAILY

E SOURCE FAIRCHILD TRADE DIRECTORIES

FAIRCHILD BULLETINS (LONDON—PARIS)

MAN and his clothes (LONDON)

time after dusk for contract, the theater, Tony's specials or what have you.

It may also be of interest to this same group of enterprising individuals that an advertising agent has to spend time with his clients now and then. Strange as it may seem, these interviews of his with advertisers often consume several hours in the course of a day and leave just that much less time for him to spend in his office.

Mr. Kahntact, being an open-minded individual and a fairly capable advertising man, realizes that it is to his advantage to see representatives of magazines and newspapers. He should be able to learn a lot from them. It is an essential part of his business to meet them and discuss the relative merits of the publications they sell. But Mr. Kahntact's chief peeve is that at least 75 per cent of these representatives who call upon him and interrupt his work might just as well save his time and their time by staying away.

It is the rare space salesman who has something definite to give the agency every time he calls. In the majority of cases he approaches the agent with little if any knowledge of the client's business and proceeds to make statements about the tremendous benefits which will accrue if the client places advertising in his publication. His story is promptly regarded by the agent with good-natured tolerance or resentment, according to the agent's mood. And when the representative insists upon returning week after week and month after month to plead for an order, it is no wonder that Mr. Kahntact begins to froth visibly at the mouth.

Mr. Kahntact is not an advertising novice. He has been in the agency business some fifteen years and has a fairly comprehensive knowledge of markets and the periodicals best suited to exploit them. He may be wrong in some cases, but his judgment, taken as a whole, is far from amateurish. Shall we blame him for an occasional indignant outburst when he is constantly subjected to a barrage of salesmen who indicate to him either outspokenly or by in-

ference that he is all wet in his opinions and that his business life is composed of nothing but one unmitigated series of deplorable errors?

Paging Mr. Groucho

THE ULLMAN MANUFACTURING COMPANY

NEW YORK, JULY 19, 1930.

Groucho, care of PRINTERS' INK:

Dear Mr. Groucho:

I have never written an "applause card" before, but I can't restrain telling you what a thoroughly whole-souled human being you must be to write as you do.

If one could imagine PRINTERS' INK as a person I'd say you furnished the heart beats.

WILLIAM ROBINS

To Form Tom Jones Parry, Inc.

Effective August 1, Tom Jones Parry, a partner in the firm of Penman & Parry, Inc., Seattle advertising agency, will start an advertising business at that city under his own name. With Mr. Parry will be associated Rod Kendrick and Miss Elsie Gilland. Harry G. Penman also resumes business for himself.

Sears, Roebuck Sales

Sears, Roebuck & Company report total sales of \$25,986,995 for the period from June 19 to July 16, compared with \$30,528,086 for the corresponding period of last year, a decrease of 14.9 per cent.

Total sales from January 2 to July 16, were \$198,263,008, compared with \$208,715,579 for that period last year, a decrease of 5 per cent.

M. E. Cohen Starts New Business

Murry E. Cohen, formerly advertising manager of the Novocol Chemical Mfg. Company and of the New Chemical Company, both of Brooklyn, N. Y., has organized the Atlantic Advertising Company, with offices at 2632 Atlantic Avenue, Brooklyn.

Procter & Collier Appoint A. L. Threxton

Arthur L. Threxton, account executive with the Procter & Collier Company, Cincinnati advertising agency, in addition, has been appointed staff head of a newly organized radio department.

W. P. Ellis Joins Maish Agency

William P. Ellis, formerly advertising manager of the Continental Motors Corporation, has joined the Jay H. Maish Company, Marion, Ohio, advertising agency, as an account executive.

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NEW VACUUM
OR
NEW TIRES



**"I'M TIRED
OF FIXING
FLATS" ▼▼▼**

Most purchases are the result of family decision >

JOHNN CARR JR., first year law student, pleads his case before the family tribunal. "Every time we take the car out, another tire blows. I'm tired of fixing flats."

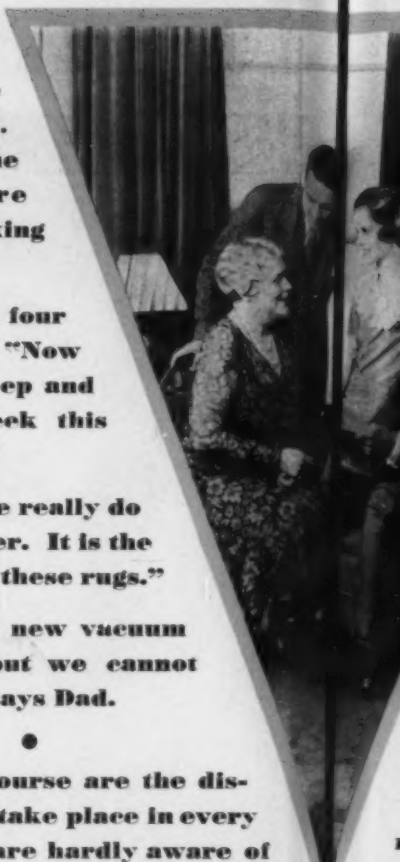
"Well, there are only four tires," says Sis, sweetly. "Now suppose *you* had to sweep and beat the rugs every week this summer, as I do."

"Yes," agrees Mother, "we really do need a new vacuum cleaner. It is the only thing that will clean these rugs."

"Well—it can be *either* a new vacuum cleaner or new tires—but we cannot afford both this month," says Dad.



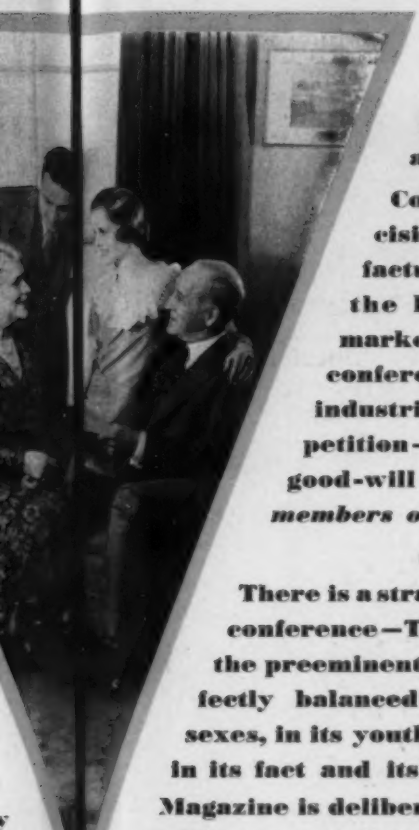
So casual, so matter-of-course are the discussions on buying which take place in every home, that most families are hardly aware of them. Not only concerning major expenditures—which require careful balancing of the budget—but also scores of small daily purchases for the family. When Mother, for example, buys tooth paste — or



FIRST WITH THE

The **AmericMa**

THE CROWELL PUBLISHING COMPANY



toilet soap—or coffee—
or breakfast food—
whose preference will
decide the brand she
asks for?

Commonplace as such decisions are, shrewd manufacturers know that they are the key to today's richest markets. Thus, at every family conference, however brief, vast industries meet in the Great Competition—the competition for the good-will and patronage of *all members of the family.*



There is a straight avenue to the family conference—The American Magazine—the preeminent family publication. Perfectly balanced in its appeal to both sexes, in its youthfulness and its maturity, in its fact and its fiction — The American Magazine is deliberately planned for father, mother, son and daughter.

That is why sixteen independent investigations,

made by sixteen advertisers (details on request) have shown that The American Magazine is unquestionably **FIRST WITH ALL THE FAMILY.**

WITH THE FAMILY

ric Magazine

PUBLISHED BY . . . NEW YORK

THE SIXTEEN ADVERTISERS

SURVEYS by the following advertisers have proved conclusively that the large majority of purchases are influenced by consensus of family opinion—and that The American Magazine is the overwhelming favorite among all members of the family.

AMERICAN FACE BRICK ASSOCIATION

CAMPBELL SOUP COMPANY

COLGATE-PALMOLIVE-PETT COMPANY

DUNLOP TIRE & RUBBER COMPANY

FRIGIDAIRE CORPORATION

GENERAL ELECTRIC COMPANY

GENERAL FOODS CORPORATION

GRUEN WATCH MAKERS GUILD

THE HOOVER COMPANY

KELLOGG COMPANY

NATIONAL PIANO MANUFACTURERS ASS'N

W. A. SHEAFFER PEN COMPANY

E. R. SQUIBB & SONS

STUDEBAKER CORP. OF AMERICA

VICTOR TALKING MACHINE COMPANY

STEPHEN F. WHITMAN & SON, INC.





Putting and Keeping the Advancing Young Man in His Place

George P. Rowell Felt That One's Position Must Be Recognized Under All Circumstances

SEVENTH EPISODE

BEFORE the cashier of Geo. P. Rowell & Co., was a sign which read, "All bills received before noon will be examined and paid to-day."

It was a good rule and added greatly to the prestige of the agency. "Prompt settlement of accounts is a key-stone in business success" was another favorite with Mr. Rowell.

It was frequently necessary to borrow a sum of money for a few days in order to live up to this rule. When such a sum was needed, Mr. Rowell would give a check on a private account, taking a note from the agency and charging interest. No matter what the

sum or how short the time, it had to be done in full legal form. He was very punctilious. No business man can afford not to be.

The second day after I had been exalted, as I felt, to the position of secretary, Mr. Moses, who was the third partner in the agency and responsible in such matters, came to the private office. Paying no attention to me (he had been my official boss ever since I started), he went up to Mr. Rowell with a request for \$20,000.

Mr. Rowell never looked up, but simply said, "Please see my secretary."

This is the seventh of a group of sixteen articles relating to George P. Rowell, the old-time advertising agent. The articles are appearing in consecutive issues. They were written by an advertising man whom Mr. Rowell employed as a boy.

"But Mr. Rowell, I said we need \$20,000," repeated Mr. Moses.

"Yes, I heard you—please take the matter up with Mr. Brown," was the reply.

Mr. Moses could not understand the situation and repeated his request a third time.

Mr. Rowell looked over his glasses at me, saying: "Mr. Brown, will you please give Mr. Moses that chair by your desk and find out what is wanted?"

It was somewhat embarrassing for both of us, but Mr. Moses told me his story and I crossed the room to Mr. Rowell's desk. When I secured his attention I said: "The agency wishes to borrow \$20,000."

"What agency, and for how many days?—be specific—have we so much on deposit?—you may draw the check, take the note, be sure interest is stated."

As I handed Mr. Moses the check, Mr. Rowell rather ordered, "Frank, take this cuspidor outside and clean it."

After some time he chuckled and then getting stern said, "Mr. Moses is a fine character and very valuable to me; you must always respect him. He made a mistake in not recognizing his old boy—one's position must be recognized under all circumstances. Well, you see he had to go to your desk and you had to clean the cuspidor, so both had an unpleasant task and both had a satisfaction.

"I requested you to do that nasty job because you were getting too

THE young man who works his way up through an organization encounters the problem of securing recognition from older employees. It is a problem the young man is very conscious of.

Another problem the young man faces—but one of which he is not equally conscious—has to do with overcoming the temptation to gloat over other co-workers who are less fortunate in getting ahead.

This anecdote shows how George P. Rowell handled both problems.

much pleasure out of the event. It should teach you two things: First, not to gloat over the confusion of others. Second, a servant is always subject to orders, whether he be secretary or office boy. Plan continuously to get into a business of your own."

It was Mr. Rowell's way of presenting sound advice.

To Issue "Chicago Commerce" Supplement

Chicago Commerce, National Market Edition, will be started in September by the Chicago Association of Commerce as a monthly business publication for the Chicago market area. Editorial content will be directed to retail merchants.

Harold F. Hess, advertising manager of *Chicago Commerce*, present weekly organ of the Association, will also serve as advertising manager of the new edition. Paul W. Kunning, until recently director of trade promotion for the wholesale division of the Carson, Pirie, Scott Company, Chicago, and now with the Association in a similar capacity, will supervise editorial activities.

Financial Advertising, Inc., New Business at Detroit

Financial Advertising, Inc., is the name of a new business formed at Detroit. The principals in the new business are H. Clyde Varney, Edward C. Parker and Herbert B. Thompson, all formerly with the advertising department of The Mulford Company, Detroit, which department the new company is absorbing. Financial Advertising, Inc., will be located at 944 Penobscot Building.

D. L. Smith with Decker, Cohn

Dudley L. Smith, recently in charge of Chicago and Middlewest advertising for Hanan & Son, shoes, is now with the advertising department of Alfred Decker & Cohn, clothing manufacturers, Chicago.

Larned Company Moves to New York

The Larned Company, successor to the W. H. Hill Company, proprietor of Hill's Cascara Quinine Compound, has moved its offices from Detroit to 578 Madison Avenue, New York.

S. V. Farrelly Joins Eastern Distributing

S. V. Farrelly, formerly vice-president of the American News Company, New York, has joined the Eastern Distributing Corporation, also of that city.

Penalty of Growing Up

LIKE many another trade name, the name Ozite is being used generically by the trade and the public. The word covers rug cushions.

But there are penalties to growing up.

Some of the rug cushions known as Ozite have no connection with the product other than a look of similarity. The Clinton Carpet Company first tried to identify its product by using a binding tape on which the name was printed. Jobbers who cut rug cushions to size for many of their customers were equipped with cutting and taping machines so that their product conformed with the cushions shipped direct from the Ozite mills.

But still the basic material was a hair felt which was stamped with a "waffle" formation—and that was all. The "waffles" provided extra air space under the rug for better vacuum cleaning, and also added to the resilience of the fabric, but there was nothing to prevent other manufacturers from using a similar marking. And many of them did.

It has taken the company several years to work out a method to safeguard buyers of Ozite against substitution. At last a way was found by which the name Ozite was impressed upon the fabric at the time the "waffles" are formed.

A 9 by 12 Ozite Rug Cushion carries the name in the fabric ten times. The smallest rug cushion has the name impressed on it at some point. This feature may seem unimportant to those whose products are readily identified but it was a constant source of loss and confusion to the company due to substitute products somewhat similar in appearance.

The Ozite company will carry on a large newspaper campaign this fall in metropolitan cities announcing the new feature of the product.

Appoints Seattle Agency

The Arctic Fur Company, Inc., Seattle, has appointed the Arthur E. House Advertising Agency, Inc., of that city, to direct a territorial newspaper and direct-mail advertising campaign.

AR
P

WILLI
New York
Chicago.



ADVERTISERS in Phoenix are assured of an alert and interested audience for their message if they advertise through newspapers. Seventy-three per cent of the Phoenix families refer regularly to newspaper advertising and 9 times as many families depend on The Arizona Republican for advertising information as depend upon the other Phoenix paper.

These facts are based on family testimony of buying habits—determined through the unbiased study conducted by Emerson B. Knight, Inc.

Positive evidence that The Arizona Republican is the advertiser's profitable medium for cultivating the Phoenix market.

THE ARIZONA REPUBLICAN

Williams, Lawrence & Creamer Co.

New York... 285 Madison Ave.
Chicago... 360 N. Michigan Ave.

K-TAR
INCREASINGLY
IMPORTANT IN
ARIZONA

M. C. Mogensen & Co., Inc.
San Francisco... 564 Market St.
Los Angeles... 433 S. Spring St.
Seattle... 603 Stewart St.
Portland... 69 Broadway

An Industrial Advertiser Invites Prospects to the Movies

Hayward Grab Bucket Advertising Features Motion Pictures Which Show the Product in Action

By Andrew M. Howe

LIKE so many other industrial equipment manufacturers, The Hayward Company is depending upon motion pictures of its product, grab buckets, for demonstration purposes. It is obviously impossible to get a prospective buyer in Chicago to run down to Houston or out to Cheyenne to see one of these buckets in action, so the company is taking the buckets to the buyers, in pictures.

After these pictures had been made in and around industrial plants, showing buckets grappling with slag, handling coke, sand and scrap and digging pits, the problem arose of getting a showing for them. The company was sure that there were many buyers who would be interested in seeing them if they knew of their existence. Salesmen could, of course, reach only a small percentage of all those to whom Hayward wanted to show the pictures. So it was decided to extend a personal invitation to every prospect to come to see them.

This Hayward is doing in its business-paper advertising, which tells executives that they ought to see motion pictures of Hayward buckets in action, and also tells them how and where they can see these pictures.

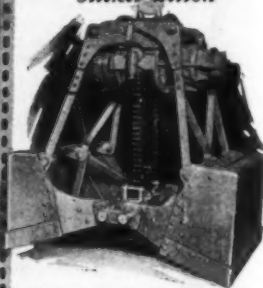
"Hayward asks you to the movies" was the heading on one of these advertisements, which went on to say that "Still-life photos can only suggest what happens when Hayward buckets snap into action. To get a complete picture of how these buckets work, you

must see Hayward in the movies."

A little farther on the advertisement states that "These reels are always on hand in our New York



Let movies show you bucket action



A BUCKET can't move. It's on the move. Still-life photos can't tell the whole bucket story. If you can't watch the bucket in action, only a moving picture will show how it works. The Hayward Company only recognized the value of "movies" and so, many "shows" of Electric Motor Clam Shell and other Hayward Buckets in action were taken. We would like you to call on our New York office and see them. Please write us and arrange for a showing at your convenience. The Hayward line includes four separate and distinct types of buckets - electric motor clam shell, engine gear, standard clam shell and drag line. These open over the whole field of grab bucket usage, and for this reason, a Hayward engineer can give and does give an unbiased recommendation based upon your own individual needs.

THE HAYWARD COMPANY
46-10 Church St. New York, N.Y.

Hayward Buckets

A Personal Invitation to View the Hayward Pictures Is Extended to Buyers Through Business-Paper Advertising

office" and that "We would like to have you call and see them. Please write and arrange for a showing at your convenience."

All of the rest of the series are similar to this. Each one talks almost entirely about the pictures and very little about the product itself. The layouts also carry out the movie atmosphere, with borders and decorations formed of strips of film showing scenes from the actual reels. The main illus-

These Reels
Images for
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tion" line
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Something has happened in Pittsburgh

For fourteen consecutive months the Sun-Telegraph has averaged more than **186,000** lines of advertising *gains* per month. The other evening and Sunday paper has shown losses over the same period. Its average monthly *losses* amount to more than **76,000** lines per month. Another irrefutable argument to prove that the "Trend is Unmistakably to the Sun-Telegraph" is that in June, as in the preceding months of 1930, the Sun-Telegraph was the *only* Pittsburgh newspaper to show a gain in advertising linage.

These figures exclude American Weekly linage for the Sunday Sun-Telegraph for the entire period and "stuffer section" linage for other Sunday paper for past four months.

THE SUN-TELEGRAPH

Represented Nationally by Paul Block, Inc.

When the QUOTA is a tough "GET"



There are times, as every tennis player knows, when the best of rackets and the good right arm don't seem long enough. There are times, also (as every sales manager knows), when the sales budget seems inadequate to meet both quota and profit requirements.

It's pretty hard to supplement the tennis racket or the right arm . . . but it is, fortunately, rather easy to supplement the reach of the selling appropriation. It's being done every day . . . with the Multigraph, Compotype, Set-O-Type, Lever Addresser, and other equipment in the

Increase your reach with

The **MULTIGRAPH**

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complete Multigraph line. Customers are contacted between salesmen's calls. New customers are brought up to closing point before sales- in call. Special announce- ments or timely sales ideas put into the hands of thousands of customers simul- taneously, in less time than takes a salesman to cover a small town. Advertising counselors, with responsibilities for re- sults from large appropria- tions, are finding it worth while these days to recom- mend Multigraph campaigns and selective selling as a first activity in major selling plans. Ask any Multigraph representative about it.



For multiplying and intensifying the con- tacts a sales department can make, the Addressing Multigraph is a successful unit in many a national sales and adver- tising campaign.

THE MULTIGRAPH SALES CO.
1800 East 40th St. Cleveland, Ohio

THE MULTIGRAPH SALES CO., Ltd.
137 Wellington St., West, Toronto, Ont.
(or consult your telephone directory)

tration is a close-up of the bucket in each instance.

The headings are all similar to the one just quoted, carrying out the movie idea. "A star that shines in 'close ups,'" "Let movies show you *bucket action*" and "Responding to the call of 'camera'" are typical.

Of course, the invitation to attend a showing of the pictures is always included. Whenever possible, prospects are persuaded to see the pictures at the New York office. But whenever a request is received for the films by someone unable to get to New York, which is quite often, they are sent willingly. If the company has a sales agent in the city from which the request comes, or near by, the agent is asked to deliver the films personally, and show them if necessary or advisable. But in a great many cases the films are merely sent without even an accompanying sales letter. In fact, there is no set follow-up planned. In almost every instance the man who receives the films writes a letter of thanks to Hayward. This letter opens the way for correspondence and a call by a salesman. But it is always made clear that there is no obligation involved in a request for the reels.

The company reports that the films are returned promptly and in good condition by those who borrow them. Very often permission is asked to show the pictures at a local meeting of engineers or some other gathering. Such requests, naturally, are always granted. Even though no direct sales result from sending the films, the company believes that it receives good advertising and good-will whenever they are shown.

The complete set of reels, comprising several thousand feet, is not sent every time. The company knows from the inquirer's letter-head, or finds out from other sources, just what kind of business it is and sends the films showing buckets in which it would most likely be interested.

The films contain a minimum of text. The pictures are allowed to tell the story. It is, of course, necessary to insert a few words

now and then explaining certain operations; telling, for example, whether the material being handled is hot or cold.

The Hayward Company is convinced that this combination and tie-up of motion pictures and business-paper advertising offers the best solution to its particular problem—showing the buyer. Industrial buyers know what they want. If the company can show them that it has exactly what they want, sales result. And this can best be done in the case of Hayward buckets, through demonstration.

C. H. Henkel Heads Empire Steel

C. H. Henkel, formerly executive vice-president of the Empire Steel Corporation, Mansfield, Ohio, has been made president of that organization, succeeding W. H. Dovey, resigned. J. D. Waddell has been made treasurer succeeding W. R. Jenkins. A. I. Dovey continues as vice-president in charge of operations and C. H. Stamm remains vice-president in charge of sales.

C. H. Brown Advanced by Indian Refining

C. H. Brown, formerly home office representative of The Havoline Oil Company of Canada, has been appointed assistant manager of the distributor division of the Indian Refining Company, Lawrenceville, Ill., of which the Havoline company is a subsidiary.

J. P. Burlingame Joins King and Wiley

J. Paul Burlingame, formerly a representative for the United States Department of Commerce on the census of manufacturers and distribution, has joined King and Wiley and Company, Inc., Cleveland advertising agency, as an assistant account executive.

Blaine-Thompson to Close Cincinnati Office

The Blaine-Thompson Company, advertising agency, will close its Cincinnati office, effective July 26. The personnel and accounts of the Cincinnati office will be transferred to the New York headquarters.

Hotel Account to Friedman Agency

The Hotel Gramatan, Bronxville, N. Y., has appointed Leon A. Friedman, New York advertising agency, to direct its advertising account. Newspapers and magazines will be used.

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THE FOOD AND DRUG BUSINESS



*certainly hasn't
gone to the dogs*



**Here are some facts on
the next three pages.**





Two weeks ago *Progressive Grocer* mailed out 5,000 questionnaires on their own letterhead to retail grocers for **THE HOUSEHOLD MAGAZINE**, evenly distributed between big cities and small towns.

1,358 replies have been received and tabulated.

Only one question was asked: "How does your business this year compare with your business during the same period last year?"

The results are as follows:

The total retail grocery business shows a loss of 2% as compared with last year.

Retail grocers in big cities show a loss of 6% as compared with last year.

Retail grocers in small towns show sales exactly even with last year.





Two weeks ago *Drug Topics* mailed out 3,500 questionnaires on their own letter-head to retail druggists for The HOUSEHOLD MAGAZINE, evenly distributed between big cities and small towns.

505 replies have been received and tabulated.

Only one question was asked: "How does your business this year compare with your business during the same period last year?"

The results are as follows:

The total retail drug business shows a loss of 6% as compared with last year.

Retail druggists in big cities show a loss of 8% as compared with last year.

Retail druggists in small towns show a loss of 4% as compared with last year.





When we remember that 1929 was the peak business year of all time, it seems to us that, at least in these two lines of business, conditions are pretty good for 1930.

And . . . may we be pardoned if we draw your attention to the fact that small towns, with their greater business stability, according to these figures offer a better market than the big cities where any slight recession is felt more keenly.



The HOUSEHOLD MAGAZINE

² A CAPPER PUBLICATION • ARTHUR CAPPER • PUBLISHER

New York
Cleveland

Chicago
Topeka

San Francisco
Kansas City

Detroit
St. Louis

would be going along in very decent fashion; there would be comparatively little reason for the complaints which we now hear on every hand.

"In other words, a great number of people who have the money to gratify their usual buying desires are not spending it; they are keeping their money and are confining their purchases to necessities.

"What has produced this condition? Mass psychology is the answer. Everybody is talking about business, and it actually seems to be the fashion to put on a doleful face and tell about the extreme difficulty of getting orders and the action of this factory or that, this department store or that, in laying off many of its employees—usually unfounded rumors, by the way, or at any rate greatly exaggerated.

"Business men and others seem to get rather a mournful satisfaction out of telling and retelling how very bad things are; while in their heart of hearts they know well enough that fundamentals are sound and that much of the present depression is unnatural and artificial. You see the same spirit reflected in the newspapers and elsewhere.

"It is not strange, all this being true, that the spirit should reach the man in the street and make him conservative without rhyme or reason. He will be in the fashion too; he will pull in on his purchases and save his money against that day when black catastrophe may descend upon the country as a whole and bring most of us to the very door of the poor house."

Mr. Kramer's firm is not unmindful of the principle that the way to sell merchandise is to talk about the merchandise—tell the service it can render and convince people that the price is right. It is well aware that advertising appeals approaching the sentimental are usually in bad taste and out of place. Nevertheless, inasmuch as buying has now been slowed down through the effects of mass psychology, it concludes that the way to accelerate buying—to cause people to buy up to their now normal capacity—is to follow

through on the psychological basis.

Standard Home Utilities is naturally and properly interested first of all and most of all in the selling of its own goods. But it is also sufficiently discerning to know that if its mass psychology advertising idea is going to get anywhere, the emphasis and application must be general. Indirect and apparently unselfish advertising is sometimes the best anyway. The company has not yet been able definitely to give to this idea any credit for increased sales. Perhaps it will never be able to trace such sales in dollars and cents. Here is another one of those advertising ideas that must be taken on faith. But it does report that its business is going along in a volume that, under present conditions, is eminently satisfactory. Perhaps the psychological argument is responsible for the increase—and maybe it isn't. But, as long as the sales are coming in, why argue?

E. C. McKenzie with Ex-Cell-O Aircraft & Tool

Elmer C. McKenzie has been appointed assistant sales manager of the Ex-Cell-O Aircraft & Tool Corporation, Detroit. John E. Wells, who has been assistant sales manager, has been appointed advertising manager. Mr. McKenzie formerly was with the Dura Company, Toledo.

Appoints James F. Newcomb

The Scarr Transportation Service, Inc., New York, has appointed James F. Newcomb & Company, Inc., of that city, to direct the advertising of the Central Union Bus Terminal, New York, and the Philadelphia Bus Terminal, Inc., Philadelphia, both managed by the Scarr organization. Newspapers and direct mail will be used.

Milwaukee Corrugating Company Changes Name

The Milwaukee Corrugating Company, Milwaukee, and subsidiaries, manufacturers of Milcor metal building products, have adopted their trade name as their firm name and the company will hereafter be known as the Milcor Steel Company.

D. M. Gilpin Promoted by United Film Ad

D. M. Gilpin, sales manager of the United Film Ad Service, Inc., Kansas City, Mo., has been made a member of the board of directors and elected first vice-president.



**You
Wouldn't
Look Through
Only One Lens
of a Pair
of
Binoculars . . .**

**Neither Should You At-
tempt to COVER a Two-
Newspaper Market With
Only One Newspaper**

**Advertisers who
know that one
newspaper is not
enough in Milwaukee**

11. Ford Motor Co.

37,851 lines were used
during 1929, to tell
Wisconsin News read-
ers about the new Ford
cars. 24,618 lines have
been used so far in
1930.

**To Cover
Adequately
the
Two-Newspaper
Milwaukee
Market . . .**

" You Need the News "

WISCONSIN NEWS

MILWAUKEE

(Ask the Boone Man)

**L
L**

**"CHECK
'N' DOUBLE
CHECK!"**

THE BOSTON MARKET

Experienced sales and advertising directors always double check Boston's trading territory on their sales maps. They know that Business Boston is a market distinctly separated into two groups.

To conquer Boston, fourth among America's markets, you must bow to the fact that it is unique, but not difficult. Boston is a city with a population divided into two groups, by tradition, heredity, personal preference and environment.

BOSTONER

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each group lives within boundaries which are definite, unchangeless. Class or wealth do not establish it.

The stranger coming to Boston cannot, at first, distinguish the demarcation. Eventually he discovers—as all advertisers ultimately discover—that the evolution of Boston has produced two population masses, different in habit, thought and personal preferences.

The newspapers of Boston represent the viewpoints of one or the other of these groups. No newspaper serves both. The Herald-Traveler, differing from its three contemporaries in almost every respect, serves the group that advertisers have found to be the major factor of Boston's buying capacity.

PROOF? . . . the Herald-Traveler leads all Boston newspapers in total advertising lineage . . . it delivers larger sales . . . its unit of circulation is more highly appraised by advertisers than the unit of circulation of any other Boston newspaper.

Check and DOUBLE-check! your Boston market. Remember that the Boston area is a compact unit—FOURTH among American cities. Nearly two million Bostonians live within a thirty-minute ride of the city's heart—nearly THREE million within an hour's ride. All Bostonians!—but one of two groups, and must be reached with an advertising policy decidedly fashioned to appeal to each group. And the most responsive, able-to-buy group is the one served by the Herald-Traveler. Any one of the other three major newspapers can be used to reach the greater part of the audience of the market.

Eight years the Herald-Traveler has been first in national advertising, in building financial, automobile and aviation advertising among Boston newspapers.

Advertising Representative:
GEORGE A. McDEVITT CO.
New York, Chicago and Philadelphia

HERALD-TRAVELER



KEEPING EVER- LASTINGLY AT IT!

(With credit for the slogan)
(to N. W. Ayer & Son, Inc.)

35% Gain

in full-page advertisements

33% Gain

in half-page advertisements

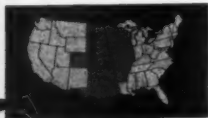
25% Gain

in quarter-page advertisements

JANUARY TO JULY, Inclusive

And a sizeable increase in revenue

This is the ninth consecutive year of advertising gain for Capper's Farmer—a sure sign of the increasing acceptance of Capper's Farmer and the prosperous farm market which it covers by national advertisers and agencies.



Capper's Farmer

ARTHUR CAPPER, Publisher
Topeka, Kansas

How Free Is the "Free Deal"?

DANIELSON & SON
PROVIDENCE, R. I.

Editor of PRINTERS' INK:

Will you please send us a list of any articles that may have appeared in your publications on the subject of deals? We have in mind articles of the nature of "The Futility of Free Deals" (PRINTERS' INK, July 10, 1930), but dealing with both sides of the question.

DANIELSON & SON.

ONE who wants to study the free deal need go no further than the retail drug store. The druggist is the recipient of more free deal offers than any other merchant. His morning's mail is jammed with them, ranging all the way from one-twelfth dozen free with every dozen, to six free with every dozen. Some of the offers have time limits, some have not. Some limit the amount of free merchandise available to any one retailer, others have no restrictions whatsoever.

As a matter of fact, the morning's mail of a typical druggist is an interesting merchandising exhibit. There one will find merchandising offers of every conceivable sort—not to mention some that pass all comprehension. Standing out among the varied assortment, however, will be free deal offers and it is easy enough eventually to get the impression that an entire drug store could be stocked with free deal merchandise.

It probably would not be wise to condemn the free deal offer in every one of its innumerable aspects and applications. It may be that there are times and places where it represents not only the most economical method of getting orders, but also the soundest method in the long run.

Nevertheless, we must confess that we are unable to think of a single instance in which circumstances pointed unmistakably and undeviatingly to the free deal as the cheapest, best and sole way of breaking through a merchandising impasse.

On the other hand, we can think with the utmost ease of any num-

ber of instances in which the free deal has played havoc with merchandising programs. And we unhesitatingly state that the free deal plan is beyond doubt one of the most important factors accountable for the plethora of merchandising ills that today besets the drug trade.

Because we have consistently felt that the free deal is such a distinct menace to sound merchandising, we have searchingly analyzed it on numerous occasions in PRINTERS' INK. A list of these articles is available on request.—[Ed. PRINTERS' INK.]

Football Game to Be Advertised in Fall Campaign

The Municipal Service Corporation, Los Angeles, has appointed the Hammel Advertising Corporation, Los Angeles advertising agency, to direct a national advertising campaign on the "Howard H. Jones Collegiate Football Game." The campaign will start with the opening of the football season in September and will continue through the Christmas season. Newspapers, college dailies and monthlies, magazines, business papers and direct mail will be used.

R. W. Prentiss Joins Claybourn Corporation

Ralph W. Prentiss, for the last eight years special sales representative of the Babcock Printing Press Manufacturing Company, New London, Conn., has joined the Claybourn Process Corporation, Milwaukee.

A. E. Chase Again Heads Own Business

A. E. Chase, formerly of Chase & Young, Toledo, Ohio, advertising specialties, is now continuing his advertising specialty business under his own name, representing the same firms represented by him before the partnership.

R. E. Cook with Westinghouse Electric Supply

R. E. Cook, formerly with the advertising department of the David Lupton's Company, Philadelphia, is now in charge of sales promotion of the Westinghouse Electric Supply Company, of that city.

Mitchell Studio Affiliates

The Mitchell Art Studio, Washington, D. C., of which Leslie C. Mitchell is president, has affiliated its offices with Henry Kaufman, advertising agency of that city, for the purpose of promoting syndicate work.

Shall We Fire the Boss?

THERE is a plant in Cincinnati which has for many years given writers on business subjects much cause for comment.

Started in 1903, the Columbia Conserve Company was in 1917 still a small concern owned by one family—the Hapgoods, of which Norman, well-known editor, is a member.

At first it produced only canned tomatoes. Then, with a real industrial democracy plan, started in 1917, by which management was actually placed in the hands of workers, interest in sales increased as costs, sales and slack seasons were studied.

The Hapgoods decided to add other products to fill seasonal valleys; soups, apple butter, mince meat, chili sauce came into the line. Under the elective system of worker-control the same percentage was paid on the pay-roll as the rate of dividend on capital stock. This was set aside as a reserve to assist employees.

On January 5, 1925, an additional surprise came when it was provided that a 10 per cent dividend on the common stock and the same percentage on the salary pay-roll be set aside. Then 10 per cent of the remainder of the profits was reserved for a pension fund. All money remaining was used to purchase outstanding common stock, that held by absentee stockholders to be bought first.

As this stock was secured, it was held in a trust fund, by a workers' committee or council. "When 51 per cent of the stock has been acquired by this method, ownership of the business will pass into the hands of the council, the object, of course, being to vest absolute control of the business in those actively engaged in the business, rather than have it owned by absentee stockholders."

Now the 150 employees own 51 per cent of the stock. The plan has gone through to its logical conclusion. Without paying for it as individuals the employees have acquired the stock through accumulated profits.

The company does an annual business of \$1,500,000, yet tomorrow morning a majority of the employees could, if they wanted to, fire their boss, William P. Hapgood, who, with his brother, Hutchins, and second brother, Norman, made this unique situation possible.

The boss who could be fired tomorrow by his men said:

"My brothers and I have taken this step to satisfy our own desires for real happiness. Real happiness is not to be bought with wealth but only by a right relationship with our fellows. We have the hope that our experiment may hint at possible new solutions for America's grave industrial problems, especially that of unemployment."

It is doubtful if many other bosses would dare take the Hapgood chance. Yet William Hapgood has one precedent to guide him.

Several years ago, when the employee management plan was a few years old, the question of salaries came up. Many cynics predicted the company would go broke because the worker-owners would all vote themselves big raises.

It is a matter of record that the only considerable increase voted by the workers' council was for a man who was away at the time.

It was the boss, William P. Hapgood, and the workers increased his salary 50 per cent.

J. A. Cairns, Starts Own Business

John A. Cairns, formerly vice-president and copy chief of MacGurney Advertising, Inc., New York, has started his own advertising business at that city, with offices at 401 Broadway.

Death of Holt Hollinger

Holt Hollinger, assistant advertising manager of the Kelvinator Corporation, Detroit, died recently as the result of a fall at his home. He was formerly for five years in charge of advertising and sales promotion of the Battle Creek Food Company, Battle Creek, Mich.

Joins Archer Agency

A. C. Belden, formerly with the Richfield Oil Company, has joined the Los Angeles office of the Archer Advertising Company, as an account executive.

Inevitable

SOONER OR LATER ADVERTISERS
DRIFT INTO

The Times-Star

The current of advertising in Cincinnati has been drifting to The Times-Star for the last 22 consecutive years.

Inevitable—although many advertisers follow the trial and error method in selecting the right medium in Cincinnati—eventually they strike the current of advertising—The Times-Star.

The medium which people of the Cincinnati market have selected as their buying guide and the medium that yields maximum returns on the advertiser's investment, when entrusted to do the job alone.

THE CINCINNATI TIMES-STAR

"THE KEY TO THE CITY"

Eastern Representative:

MARTIN L. MARSH

60 E. 42nd St.

New York City, N.Y.



Western Representative:

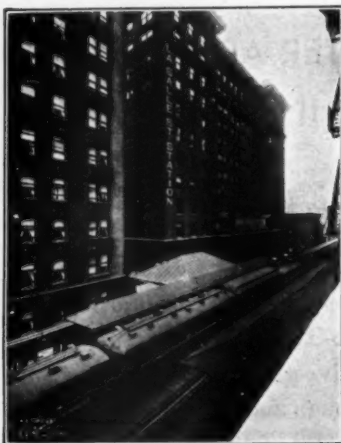
KELLOGG M. PATTERSON

333 North Michigan Ave.

Chicago, Illinois

The

ELEVATED TRAIN M



LA SALLE STREET
STATION
CHICAGO

UNION
STATION
CHICAGO



Chicago Elevated Ad
509 S. Franklin St. ♦♦♦

MEET VISITORS

who
read

Elevated Car-Cards and Posters

Over the steam and electric lines that make Chicago the transportation center of the world, endless throngs of visitors—1878 visiting people every hour day and night, over 16,200,000 per year—crowd and push by rail alone from all corners of the United States into the great city of Chicago to “see” and “buy.”

Packing and playgrounds, produce and parks, finance and furniture, busy streets and giant stores—this titan of trade stirs its visiting millions to “see” and “buy.”

At the Union Station, La Salle Street Station, Illinois Central Station, Wells Street Terminal, Adams Street Terminal, hour after hour, day on day, the Rapid Transit trains of the Chicago Elevated meet these visitors who read the Elevated car-cards and posters while they ride into the very heart of Chicago's activity.

ed Advertising Co.
n S ♦ ♦ ♦ ♦ Chicago, Ill.

OUR NEXT HUNDRED YEARS

1830 The Boston Evening Transcript is too vigorously alive in the present—too forward looking—to spend much time in gazing backward, even on its hundredth anniversary **1930**

1830 The fact that today, July 24, the Boston Evening Transcript has a century of existence, a century of service to America to its credit—is due to its unwillingness ever to rest on yesterday's laurels. **1930**

BOSTON EVENING TRANSCRIPT

1830 ← → 1930

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago San Francisco Los Angeles Seattle

How Much May Trade-Marks Be Changed?

ROGERS-GANO ADVERTISING AGENCY,
INC.
TULSA

Editor of PRINTERS' INK:

One of our clients is experimenting with some minor alterations in his registered trade-mark in an effort to improve the design, but is not changing the general appearance or shape of the trade-mark.

Can you advise me if they endanger their title to their registered trade-mark by using such altered trade-marks in published advertising?

R. C. GANO.

IT is utterly impossible to delineate precisely how far one may go in altering a trade-mark before registration rights are threatened. This is so for a very simple reason:

If the impression on the public mind is the same, after the mark has been changed, as it was prior to the alteration, the courts would probably rule that the two marks are, to all intents and purposes, the same.

But how is one to determine what is likely to be the impression on the public mind? Surely that is something that could be determined only as each individual case arose; certainly it could not be determined *en masse*.

The only really practical suggestion, therefore, that may be made to anyone who feels a trade-mark change to be advisable is: First, go over in your own mind once more the reasons which seem to dictate the change. Perhaps if you will weigh them once more you will find that they don't actually tip the scale in favor of the alteration.

Two: If the change must be made, have the new mark registered all over again. This involves some time and expense but it may save a lot more time and expense later on.

Three: Once the change has been put into effect, maintain a complete file showing exactly how the new mark was brought before the trade and the public. Evidence of this kind is invaluable if one must go to court.

As a matter of fact, court records show an amazing lack of comprehension on the part of advertisers of the immense importance of keeping exact records of trade-mark use. Such a file constitutes practically the first step in trade-mark protection. Yet surprisingly few advertisers are able to present admissible evidence in court establishing beyond dispute that on such and such a date they used their trade-mark in such and such a way.

—[Ed. PRINTERS' INK.]

R. L. Douglas with Neale Rainbow Light Corporation

R. L. Douglas has been appointed advertising manager of the Neale Rainbow Light Corporation, Ltd., Los Angeles. He was formerly assistant advertising manager of the Celite Products Company, now a part of the Johns-Manville Company, and more recently, has been with Roy Alden and Associates, Los Angeles advertising agency.

Hookless Fastener Appoints Dorrance, Sullivan

The Hookless Fastener Company, Meadville, Pa., has appointed Dorrance, Sullivan & Company, New York advertising agency, to direct the advertising of its Talon slide fasteners. Magazines, newspapers and business papers will be used.

Chore Girl Account to Erwin, Wasey

The Metal Textile Company, Orange, N. J., manufacturer of Chore Girl, a copper sponge for cleaning pots and pans, has appointed Erwin, Wasey & Company, New York, to direct its advertising account. Women's magazines are being used.

Molinelle Perfumes to Geare, Marston & Pilling

C. W. Davenport, New York and Philadelphia, has appointed Geare, Marston & Pilling, Inc., advertising agency of those cities, to direct the advertising of Molinelle, London, perfumes. Class publications and women's magazines will be used.

R. B. Hotchkiss Joins "Time"

R. B. Hotchkiss, formerly with the Macfadden Publications, Inc., has joined the advertising department of Time, New York.

Low Williams, former assistant secretary-manager of the Cleveland Advertising Club, has been appointed industrial commissioner of Lorain, Ohio, a position which has been created by the Lorain Chamber of Commerce.

Is Business Awaiting a Sign from Heaven?

SAMUEL CROWTHER, in August *World's Work*, says "The opinion is quite settled that there is no use trying to do business until something happens to conditions. No one knows what this something is or how they are going to recognize it when they see it. Nothing will do short of a sign from Heaven."

His point is that while business conditions have been off to a comparatively slight degree, business sentiment has been in the depths of gloom and pessimism. However, even those who have been awaiting the pillar of fire cannot fail to see now the unmistakable evidences of improving conditions. These are as plain as the policeman's whistle and the green light to a column of stalled traffic. During recent months the editorial program of *World's Work* has been directed towards a sane and sensible interpretation of the facts that underlie the condition of business.

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BOSTON
ATLAN

In our opinion, they justify **OPTIMISM**—not a Pollyanna optimism based on wishes only,—but a sober faith that an analysis of the factors which are inherent in the business situation point certainly in the long run—and probably in the near future—to renewed prosperity.

During recent months, many articles of a constructive nature have appeared in *World's Work*; and articles for issues just ahead point still more definitely towards an improved business situation.

Our own plans for *World's Work* are based on a confidence that in the prosperous months that lie just ahead *World's Work* will play a still more important part in the reading program of the thinking men and women who make up an audience among the most distinguished of American periodicals.

WORLD'S WORK

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Avenue

**BOSTON: Park Square Building
ATLANTA, GA.**

**CHICAGO: Peoples Gas Bldg.
SANTA BARBARA, CAL.**

Old Mother Hubbard's Dog

He'd Starve to Death if He Lived in a Merchandise Manager's House

By Roy Dickinson

IT isn't being particularly original to say that the retailer is the neck of the distribution bottle. However, the fact remains that the distribution bottle's neck is being searchingly examined these days and for a very good reason:

Manufacturers have suddenly become aware that a large amount of the work they are doing to bring prosperity back is being hampered by a jam in the neck of the distribution bottle. The retailer is buying—when he buys at all—in lots of one-twelfth of a dozen. Store shelves are bare and as long as they remain that way manufacturers are most effectively hog-tied.

PRINTERS' INK has been looking into this extremely important situation and its discoveries are being reported in a series of articles. The first article in this series—all of them written by Roy Dickinson, associate editor—was entitled: "Picayune Purchasing—Bone-Headed Buying." It appeared on page 3 of the June 19, issue. The titles and dates of the other articles follow:

"Old Mother Hubbard Merchandising," page 105, July 3.

"But When She Got There—" page 57, July 17.

"Old Mother Hubbard," page 73, July 17.—[Ed.]

A few days ago in the business news columns of several newspapers there appeared the information that retailers were getting all excited about low commodity prices. One report said: "In cases where advance orders for fall and holiday delivery are now being placed, retailers are taking steps to protect themselves against further commodity price declines. Orders are placed subject to price adjustment, if warranted at time of shipment. This procedure has been followed in some textile and allied lines and also in toys. No objection was reported on the part of manufacturers who them-

selves are operating close to raw material levels without heavy inventory."

If this is so, it is another good example of boneheaded buying, another excuse on the part of some foolish retailers trying to do business with bare shelves, asking the manufacturers to gamble and take all the risk. The reasons no objection is reported were well described by a manufacturer in a previous article.

It is a poor excuse, a foolish procedure, to ask manufacturers to gamble on commodity prices. It is another way to choke the neck of the distribution bottle.

An Invalid Excuse

The invalidity of the excuse is well described by writers in *The Annalist* for July 18, who point out, after a study of the records, that business recoveries have always preceded commodity price upturns.

At the present low level such a suggestion from retailers is not only presumptuous, but ridiculous. The economists in *The Annalist* make these statements and prove them with charts:

"It has become the fashion among newspaper financial writers to say that industrial activity will not begin to expand again until commodities rise. As is usually the case in such newspaper and customer's rooms theorizing on business, there has been no attempt to find out what has been the usual sequence in commodity prices and business movements in the past. The theory that prices lead business in a revival sounds plausible, and south of Fulton Street that is more than enough. As a matter of fact the belief in the upward lead of commodity prices is directly contrary to past experience.

"Normally business activity begins to expand many months before an important upswing in commodity prices sets in. . . . In the present situation, therefore, we

Being equipped with every known device used in advertising typography today enables Bundscho's to turn out limited edition quality at newspaper speed.



J. M. BUNDSCHO, INC.
Advertising Typographers
65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

This CHART
helps your printer
save *your* money

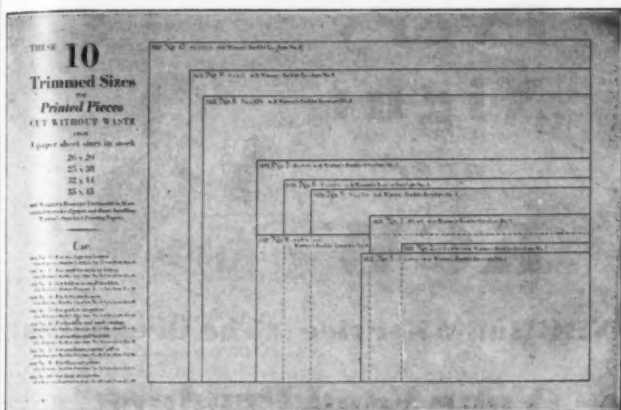
IT'S expensive to specify sizes of printed pieces by guesswork. You're almost certain to hit on uneconomical dimensions. And that means extra work for your printer . . . and extra cost to you.

For instance, here are just a few of the operations that an odd-size mailing piece entails: First, your printer has to figure out a complicated estimate on the basis of that odd size.

Then he must shop all over town to find some special-size paper sheets that won't waste too much in the cut.

Usually they're not to be had. He orders them to be made at the mill. He orders special-size envelopes (which may not fit your mailing machines). When everything is finally delivered, there must be special instructions and handling all through his plant.





Actual size of chart—11" x 17"

All this is unavoidable overhead. But it all costs money. Your printer has to add it on his bill. And it all began right at your desk when you specified that odd size.

Yet it's easy enough to cut out this extra expense. Here's a simple way to do it.

The S. D. Warren Company has just prepared a chart of actual sizes for mailing pieces.

These sizes are *right*. They cut economically from standard sheets. They fit standard envelopes . . . that are specially designed for use on mailing machines. And the chart gives plenty of sizes to meet all your requirements for any type of mailing piece you may want to get out.

The Warren Chart is a handy size—only 11" x 17". You can keep it spread out right under the glass on your desk, ready to refer to when you plan a mailing piece.

How does it save money? This

way: Standard paper sheets and envelopes are always waiting for your printer at the warehouse. The sheets will fit his presses exactly. He spends no time and money on special paper, special envelopes, or special operations.

And he does a better job for you. He can devote his thought, his time and all his skill to giving your mailing piece that touch of individuality you vainly strive to get with irregular size. It's the *printing*, not the *shape*, that makes a booklet distinctive.

Your printer can supply you with one of the Warren Charts. Keep it handy and use it. You'll be helping him to save **YOUR** money if you do. If he has no charts on hand, write direct to us.



S. D. WARREN COMPANY

89 Broad St., Boston, Massachusetts

Every Night over KGW



the **NBC Radio Service of The Oregonian**

**Your Food Product
is called to the
attention of**

***450,000 people . . .**

If your food advertising is carried in the Wednesday Oregonian food section known as The Oregonian FOOD BUREAU . . . For every night and days, too, this new feature of The Oregonian is broadcast to the housewives of Oregon. Write for detailed information.

**Dr. Daniel Starch Survey.*

The Oregonian

PORTLAND, OREGON

For 80 Years, the Preferred Newspaper of Oregon People

Nationally represented by VERREE & CONKLIN, Inc.

New York
185 Madison Avenue

Chicago
333 North Michigan Ave.

Detroit
311 Lafayette Blvd.

San Francisco
Monadnock Building

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should probably make a serious error were we to look to the commodity markets for the first sign of a business revival. If past precedent is followed, commodity prices during the first several months of the 1930-31 business revival are likely to remain low. They may even at times be weak."

The commodity excuse on the part of some retailers is invalid; merely another way of cutting orders so ridiculously that current customers' needs are not adequately taken care of.

And the manufacturer and his salesmen have enough troubles in the present situation without having merchandise managers asking them to gamble on the wheat or corn market. They are up against enough excuses without having this one added to the list.

A Letter—Right Off the Chest

In a previous article, several manufacturers gave their viewpoint on the inadequate order situation. This time I have selected from several letters from salesmen, one that seems to be particularly to the point and right off the chest of a man who has been up against the one-twelfth-of-a-dozen buying which has afflicted so many merchandise managers. He says:

"I have read your article on 'Old Mother Hubbard Merchandising' in this week's issue of *PRINTERS' INK*. God help Mother Hubbard's dog if he lived in a merchandise manager's house.

"It is a hot afternoon. I have just come back from a trip around our accounts in the city. We have seven points of distribution in Manhattan and Brooklyn and three in Newark.

"A letter has just come in from Pittsburgh. I open it. It is from one of the largest department stores. I pick out a check for the staggering sum of \$1.15. I remember this is for payment of a special order for one of the best selling items in our line. I think of my day's work.

"God knows I didn't expect a reorder from these mammoth department stores. I just wanted to see if our displays were being used, if they had felt any effect from

our ad last Sunday, if the merchandise managers had got over their one-twelfth-of-a-dozen habits. But, lo, the poor Indian, he is still in the woods, lost his compass or the marks on the trees or whatever he uses to find his way back onto the gross trail.

"I look over the sale sheet—and I see hardware stores this month in Illinois buying in full lots to get F. O. B. distribution instead of factory—and I laugh at the split dozens of the mammoth department store in Chicago and how it loves to pay the carriage charges. Sure we give them a better price. Aren't they big business? And the boss says, 'What is the matter with those birds—didn't we give them special advertising and displays?' And I said, 'Yes, but the buyer can't litter up his department with a lot of bum looking displays. He says it spoils the effect.' 'Effect hell!' the boss says. 'You'd think he would want to get some summer profits.' 'Well,' I says, 'he had our stuff right out front—all six of his present stock.'

"And then I take a look at Boston and I think of the special delivery order I got Tuesday for three items, all one color. That store has one customer anyway and it hollers for e. o. m. and charges hourly interest on their buyers' payments.

"What a life—'Hand to mouth buying!' Then I think of good old Lewis & Conger with their straight gross orders and McCreery's, who say their stock is getting low and to duplicate the last order—over the telephone, too, and no confirmation to fight the merchandise manager for. It is getting so you have to make two calls for one sale in some of these stores.

"Sell the buyer, get your order and then the real selling starts. Try to get it confirmed. And then they don't want you to sell Macy's because they cut the price. If it wasn't for L & C and McCreery I'd just love to consign Macy's and see what would happen.

"I guess I'll get a job as merchandise manager."

It is an interesting thing to me to discover how closely all the let-

ters check which I have received since this series on inadequate buying started. Three people have told me that McCreery's is doing a real job with adequate stocks of merchandise to meet current demand and increased advertising to stimulate demand. Two others have told me about Klein in the women's wear field, and one other mentioned Lewis & Conger.

The merchandisers who keep some bones in the cupboard have found that it is possible to do a profitable business without whining about commodity prices or hard times.

New Business at Canton, Ohio

The Lester C. Roderick Company, Inc., has been incorporated to conduct an advertising business at Canton, Ohio. The incorporators are Lester C. Roderick, Jean Roderick and Karl Perry.

H. B. Holmes Joins New Toronto Business

Harris B. Holmes, formerly with the national advertising department of the *Toronto Globe*, has joined Electric Signs and Wood Products, Ltd., a newly organized company located at that city.

"Jewelers' Circular" to Become Monthly

The *Jewelers' Circular*, New York, will be changed to a monthly publication. The last weekly issue of the publication will be dated August 28 and the monthly will appear with the October issue.

Liv-Dine Account to Friedman

The Leonardo Company, New York, manufacturer of Liv-Dine tables and other furniture, has appointed Leon A. Friedman, advertising agency of that city, to direct its advertising account. Magazines and newspapers will be used.

"Sportsman's Digest" Appoints Cole

F. E. M. Cole, Incorporated, publisher's representative, Chicago, has been appointed Western representative for the *Sportsman Digest*, Cincinnati.

Joins "Hudson Dispatch"

Charles MacKenzie, formerly with the *New York Telegram*, has been made classified advertising manager of the *Hudson Dispatch*, Union City, N. J.

They Still Eat Soup

JOHN T. DORRANCE, President of the Campbell Soup Company, on Monday stated that during the last twelve months 48,500,000 more cans of Campbell's Tomato Soup were used by the people of America than during any previous year.

Dr. Dorrance gives advertising credit for this record in the following words:

"Our increased advertising during 1930, especially the use of newspapers in a major way, unquestionably helped to secure this additional volume.

"Anticipating even greater demand for Campbell's Soups, we are planning for larger output of Tomato Soup this coming season. With continued favorable growing weather we hope our increased acreage will provide a sufficient supply of tomatoes to meet the demand of the public.

"People must eat even in less prosperous times. The only difference being that greater care is exercised in the spending of the family income. Instinctively, housewives turn to the known, substantial commodities that give them the most for their money. Proof of this fact can be seen in the tremendously increased consumption of such staple groceries as Campbell's Soups.

"In the same category as Campbell's Soups are the other staple, known grocery products which should continue to be in greater demand in these economy times. This augurs well for the future business of both the wholesale and retail grocer during the coming year."

Joins New Orleans "Item-Tribune"

L. E. Mowe, formerly automobile manager of the *New Orleans Times-Picayune*, has joined the advertising staff of the *New Orleans Item-Tribune*.

Death of W. H. Schrader

William Henry Schrader, vice-president of the Pacific Rural Press Publishing Company, San Francisco, died recently at that city. He had been business and advertising manager of the *Pacific Rural Press*.

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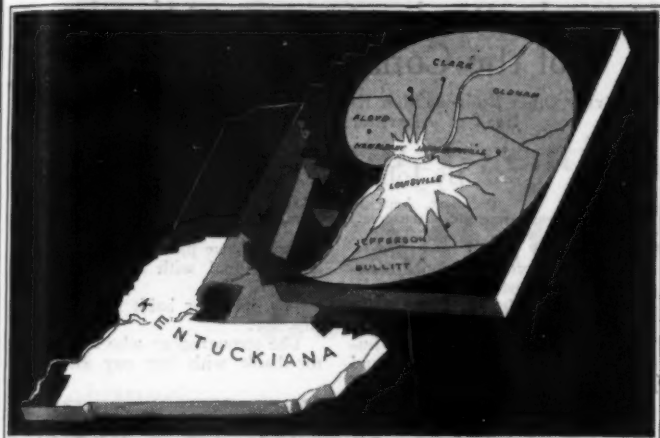
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KENTUCKIANA

.. the Louisville Market

— composed of more than two and a half million buyers — over 16% of whom are concentrated in Greater Louisville, a Metropolitan district which includes the cities of Louisville, Kentucky — New Albany and Jeffersonville, Indiana — and their suburbs.

The rich Kentuckiana Market, which includes practically all of Kentucky and a large portion of Southern Indiana, can be covered at one low cost thru —

THE COURIER-JOURNAL
THE LOUISVILLE TIMES

— MEMBERS —

100,000 Group of American Cities — Audit Bureau of Circulations
Represented Nationally by The Beckwith Special Agency

How the Banker Can Get His Share of the Consumer's Dollar

Like Every Other Business Man He Must Advertise Constructively, Says
Head of American Bankers' Association

As Told to G. A. Nichols

By John G. Lonsdale

President, American Bankers' Association
President, Mercantile-Commerce Bank and Trust Company, St. Louis

IN this great period of progress, when one invention supplants another in rapid succession, when the chemist brings forth almost daily some new discovery to disturb the tranquillity of business; when human wants are being multiplied and expanded; when countless tradesmen are battling for their share of the consumer's dollar, the banker cannot afford to sit idly by if he expects to survive. The old adage that eternal vigilance is the price of success was never truer than now in the banking world.

Savings were dealt a severe blow in 1929 and we must look for the causes. One of them is the battle royal that is being waged every hour of the twenty-four by trade and industry for the consumer's dollar. Another—the changing habits and customs of the people.

No matter in what direction we may turn these days, the opportunity to spend presents itself in alluring fashion at every corner. Spending and buying are made so easy, salesmanship is so high-powered, that it is hard to resist the acquisition of a new automobile, radio, furniture, or other luxuries.

The changing habits and customs of our people should be taken into consideration in any analysis of the savings situation.

Is the savings habit regarded so much a virtue as it was a few years back? I fear not.

In the newer generation which is now making its influence felt in

the world, we have a different type of individual with which to contend.

The spending habit seems to be supreme.

The stenographer who starts for the bank with her pay envelope



Modern Banks Are Using Advertising to Help
Get Their Share of the Consumer's Dollar

to make a deposit is all too likely to pause before a shop window displaying the latest dresses and be tempted to buy to the utter exclusion of her savings account. In the race to keep up with rapidly changing styles in clothing, house-furnishings and other things, pocket-books are kept in a state of general depletion and there is little or

NOW...

More Than Ever in Argentina

LA NACION *Dominates!*

Because . . . LA NACION, of Buenos Aires, ranks as one of the world's leading newspapers.

Because . . . LA NACION reaches the well-to-do, luxury-loving element which represents the real buying power of the entire Argentine Republic.

Because . . . LA NACION is a medium of unusual efficiency, we recommend it as the logical carrier of your selling message for greater and more immediate results.

Because . . . LA NACION is so highly regarded, so widely read, you will find it pays to include LA NACION in releasing your advertising schedules.

LA NACION'S Sunday magazine section has the largest general circulation of any magazine in South America. Exquisitely printed in color, containing artistically illustrated articles of appealing interest, telling pictorially the news of the day, it reflects the activities of a prosperous nation whose markets many American manufacturers are finding it profitable to cultivate.

Editorial and Gen'l
Offices in U. S.:

W. W. Davies

Correspondent
and Gen'l Rep.
383 Madison Avenue
New York

LA NACION
of Buenos Aires

U. S. Advertising
Representatives:

**S. S. Koppe & Co.
Inc.**

Times Building
New York

Phone: BRyant 0900

EXTRAORDINARY PULLING POWER — SUPERIOR COVERAGE — PRESTIGE

Largest Advertising Gain Newspaper in t

(Six Day Class—Seven Day Paper)

	1930	1929	Gain
NEWS	4,761,258	3,735,111	1,026,147
Call-Bulletin	5,168,457	4,780,051	388,406
Examiner	8,361,431	9,323,771	
Chronicle	6,219,490	6,464,091	

Nearly Double the Gain of Any Other
(6 day class) Newspaper for the First
Six months of 1930



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.

The San

A SCR

NATIONAL
NEWSPAPER

CHICAGO
DETROIT

ing Gain of Any pen the Country

(Seven Day Papers Not Included)

1929	Gain	Loss	Percent	
35,11	1,026,143		27.47	GAIN
80,05	388,399		8.12	Gain
23,77		962,341	10.32	Loss
64,09		244,608	3.78	Loss

(Media Records, Inc.)

Other
e First

The Newspaper Situation Has Greatly Changed in San Francisco

h San Francisco News

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY
CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

Have you ever met The Small Town Family?

We are speaking in an economic, rather than in a social sense.

Have you ever stopped in a small town long enough to discover how the people live, what and where they buy?

Do you know, for example, that over 50% of all the motor cars in the United States are owned by families living in towns of less than 10,000 population? Do you know the true sales potential of other everyday products in the small town market?

In short, do you know definitely how much of your own merchandise you can expect to sell to small town families, and the best way to go about it?

GRIT has been serving this field exclusively for the last 47 years, and has a direct contact with more than 406,000 small town families every week. Write our nearest representative or the home office for helpful information.



Home Office:
WILLIAMSPORT, PA.

Advertising Representatives:
THE JOHN BUDD CO.

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nothing left for the proverbial rainy day. Seldom does any article these days live its full round of usefulness, for long before it is worn out, it is thrown into the discard for a type of greater utility or beauty.

Such customs, if practised in a common sense way, are a distinct contribution to our general prosperity, for they generally stimulate production and often bring new life to declining industries, which in turn supply the money for people to spend in buying. But the great problem is to keep these things co-ordinated.

One of the best methods yet devised of meeting such a situation for banking is education through advertising. The wise bankers today are not neglecting to make sane use of the printed word. They must keep their names before the public and impress upon those who read their messages the value of thrift planning for the financial future.

Today's battle ground for the citizen's dollar has been transferred to the market place and the banker must go into the market place along with the other advertisers, if he is to get his share of that dollar. Nor is this any year for advertisers to curtail their activities. There's plenty of business for the banker who goes after it instead of waiting for it to come to him.

The problem of teaching men, women and children the habits of thrift independence is one that challenges all bankers. In our present encouragement of savings there seems to be a vital factor that is lacking—that is the definite commitment of the saver to reach a goal. If we could bind him in some fashion to meet a set obligation weekly or monthly, just as he does in his instalment buying or in paying to a building and loan association we would largely solve our present difficulties. Perhaps the saver needs a greater visualization of his accomplishments. Teach him that a few figures in his pass-book tell a story of progress as forcefully as cancelled notes on a mortgage on his home, or a beautifully printed stock certificate.

In reaching a given goal, as we

all know, it is regularity that counts most. In the fable, the tortoise excelled the hare in the race because he stuck to his task in consistent fashion. He set a safe and sane pace and kept it until he reached his goal. We must encourage our savers to adopt the tactics of the tortoise; too many of them go by spurts like the hare and then fall to sleep.

In every bank there are dormant accounts which if handled correctly might be developed into profitable size. Perhaps we too often make the error of seeking new customers on the highways and by-ways instead of trying to develop those we already have on our books. To neglect the little saver and show partiality to the large one is a fatal mistake, too, for only time can show how many of the small ones are potential Rockefellers, Fords or Morgans.

Bankers Need the Advertising Mind

We bankers have great need of the advertising mind. I say this because we have a gigantic task ahead of us to compete successfully with all the other allurements that reach out for the customer's dollar. To accomplish our aims requires constructive thinking and research. The important job for each executive is to find out the needs not only of today but of the future and be prepared to supply them.

Advertising is unquestionably having its effect in showing the American people what is the real function of the bank. Time was when the bank was unduly conservative in its conception and application of advertising. But now that it is assimilating the advertising thought, its business-creating methods are now more or less a pattern for others to follow; it is following up advertising to its logical conclusion and is giving it a chance to perform.

One of the many concrete evidences of the value of good advertising to banks is to be seen in the growing favorable reaction of the public toward trust department service. There are now approximately 3,500 active trust depart-

ments in American banks, whereas thirty years ago there were only 165.

This favorable reaction of the public toward trust department service is not accidental. It may be traced jointly to the growing intelligence of people in financial affairs and to the united efforts of bankers in advertising to the world at large the merits of the services they offer.

Curtiss-Wright Advances E. E. Hughes

Earl E. Hughes has been appointed advertising and sales promotion manager of the Curtiss-Wright Corporation, New York, and its subsidiaries. During the last two years he has been engaged in similar work for the Wright Aeronautical Corporation.

Brunswick Radio Appoints Canadian Agency

The Brunswick Radio of Canada, Ltd., Toronto, has appointed the Canadian Advertising Agency, Ltd., of that city and Montreal, to direct the advertising of its radios, Radio-Panatrope and records in the Dominion of Canada.

Prune and Apricot Account to Long Agency

The California Prune and Apricot Association, with headquarters at San Jose, Calif., has appointed the Long Advertising Service, of that city, to direct its advertising account.

Joins Kreicker & Meloan

William Rea, for the last year with the copy department of the International Harvester Company, Chicago, has joined Kreicker & Meloan, Inc., advertising agency of that city, as a copy writer.

Joins Kansas City Agency

Stanley H. Jack, who formerly conducted his own advertising agency at Omaha, Nebr., has joined Loomis, Baxter, Davis & Whalen, Kansas City, Mo., advertising agency.

S. B. Reed with Almar Stores

Stanley B. Reed, formerly advertising manager of the Quaker Products Company, Inc., Philadelphia, Kansas Cleansing Powder, is now with the Almar Stores, Philadelphia.

Joins "Your Home"

Harry Johnston, formerly with *World's Work*, Garden City, N. Y., has joined the advertising staff of *Your Home*, New York.

Affiliates with Metropolitan Sound Studios

The Mason Wadsworth Producing and Distributing Company, New York, producer of commercial motion pictures, is now affiliated with the Metropolitan Sound Studios, Inc., Hollywood, Calif.

The Wadsworth Producing and Distributing Company Division of the Metropolitan Sound Studios will extend its activities along the Atlantic Seaboard. Mason Wadsworth, president, will assume charge of all sales and production in this territory.

Wm. Wrigley, Jr., Reports Net Profits

Net profits of the Wm. Wrigley, Jr., Company, Chicago, for the three months ended June 30, before charges and Federal taxes, amounted to \$5,467,558. Net profits after deducting charges and taxes amounted to \$3,014,455, for that period. For the six months ended June 30, net profits amounted to \$10,353,799, before charges, and \$5,657,881, after charges and taxes.

Clark Stevens with Campbell- Ewald

Clark Stevens, formerly with the schedule department of the Buick Motor Company, has succeeded Max Tunncliffe as assistant space buyer of the Campbell-Ewald Company, Detroit advertising agency. Mr. Tunncliffe has joined A. R. Bartlett, representing Hearst newspapers on the Pacific Coast.

E. M. Ettenberg with New Process Company

Eugene M. Ettenberg, formerly with *Chain Store Age* and, at one time, assistant art director of the G. Lynn Sumner Company, New York advertising agency, has joined the advertising department of the New Process Company, Warren, Pa., mail order house, as art director.

Electrical Appliance Account to Powers Agency

The Fitzgerald Manufacturing Company, Torrington, Conn., manufacturer of Star-Rite electrical appliances, has appointed the John O. Powers Company, New York advertising agency, to direct its advertising account.

Joins Los Angeles "Illustrated Daily News"

F. G. Browne has joined the Los Angeles *Illustrated Daily News* as manager of its book department.

Now "Farm Machinery and Equipment"

Farm Machinery and Hardware, St. Louis, has changed its name to *Farm Machinery and Equipment*.

THE BANKER IS IN YOUR PICTURE!

"For a Little One-Horse Bank It's Remarkable."

—and it affects your advertising plans right now!

A most interesting letter from a Banker in the mid-west contains the following paragraph:

"I am sending you a copy of our financial statement . . . few, if any, commercial banks in the world can make a showing comparable to this one. We show an increase in deposits since our last statement of \$200,000, which for a little one-horse bank is quite remarkable, and yet, it is not a good sign. Money piles up in the bank as business slackens. That's a law I have never known to have an exception."

* * *

The condition of this bank with its surplus funds is typical of the condition of thousands of banks throughout the country. The Banker today is in a receptive mood to listen to the plans for expansion and the development of new products that you may be contemplating.

As an advertiser, now more than ever before is the moment to tell your story to Bankers.

* * *

The revival of business is just around the corner if it is not already here. "The Condition of Business" in the June issue of the A. B. A. Journal said in part:

"Slowly but surely the underlying forces that make for business prosperity are orienting themselves in the direction of recovery. It may even be said that the majority of these basic factors are now headed in the right direction. . . . Probably

this more hopeful sentiment has not yet spread widely throughout the public at large for the reason that it is not so apparent on the surface as it is to those in touch with plans and policies for the future."

In the July "Condition of Business" we find the following:

"It is universally agreed that the strong and liquid position of the banking structure gives assurance of ample funds to finance the revival of activity and that the exceptionally low level of interest rates is not only bringing the bond market back on its feet but is a strong incentive to borrowing for industrial and trade undertakings."

* * *

Whether is your organization headed? Are you aggressively planning your sales effort for fall and the new year?

Bankers are the most important group of individuals in business today. As directors and directing heads of 50,000 major businesses in the country they are watching closely the tactics of organizations in which they are interested.

As leaders of thought in industrial and community life, Bankers are the men to whom you should at present be directing a definite and serious message.

The American Bankers Association Journal warrants your serious consideration at the immediate moment regardless of what your general advertising plans may be.

AMERICAN BANKERS ASSOCIATION JOURNAL

110 East 42nd Street, New York

Helping Retail Clerks to Sell the Entire Line

IT is a difficult enough problem to train a manufacturer's sales force to give adequate attention to each item in a long line. The problem becomes even more difficult, however, when a manufacturer endeavors to get retail salespeople to push the entire line.

A simple solution to this problem has been developed by the Blabon-Sandura Company, Inc. It consists of nothing more than a wall chart carefully worked out to meet the situation for which it was designed. The "At-A-Glance Sandura Wall Chart" is what the company calls it.

"It was created," says J. H. Millholland, general manager of advertising and sales promotion, "because we felt that there was a great need, not only in the smaller stores, but in the larger stores as well, for a card that would do two things:

"1. Show the entire line of Sandura Rugs.

"2. Contain a selling talk over which would be stapled a sheet of Sanduralac Lacquer.

"One of the greatest problems

we have to face in merchandising Sandura Rugs is to put across the idea of our entire line of patterns to retail floor salesmen. One can hardly blame the retail salesmen for not knowing the entire line or knowing the sizes in which each individual rug is made. With the At-A-Glance Sandura Rug Chart before his eyes, however, the retail clerk has to take but a brief glance to refresh his mind on patterns, color combinations and sizes.

"We have made it in a size that permits easy handling and mailing. It can readily be taken down from the wall and shown to a customer regardless of the section of the store in which she happens to be. It is small enough to present no difficulties in finding a suitable location for hanging in the store."

The accompanying illustration makes a detailed description of the chart unnecessary. The one feature that does not show up is what Mr. Millholland calls the "brain tickler." This consists of five short sentences which are to be used as a selling talk by the retail salesman.



Retail Clerks Have to Take But a Brief Glance at the Chart Shown Above to Refresh Their Minds on Patterns, Color Combinations and Sizes

OFFICE EQUIPMENT

The ideal circulation for manufacturers of office equipment—filing systems, desks and furniture, typewriters, adding machines, papers for business stationery and forms, duplicating equipment, addressing machines, and products in related fields—is offered by **The Rotarian**.

Going each month to a reader audience of 140,000, made up exclusively of business executives and leaders in the professions, it offers the most productive possible market to advertisers in these fields.

Complete information regarding this market awaits your request.

The Rotarian

211 West Wacker Drive + Chicago

HARVEY C. KENDALL, Business Manager.

Member A. B. C.

IMPORTANT ANNOUNCEMENT ABOUT RADIO ADVERTISING

Do you do any broadcasting or do you contemplate any? If so, here is some news of real interest to you.

Edward Lyman Bill, Inc., a publishing organization with a background of over fifty years, announces the formation of Radio Digest Publishing Corporation, with headquarters in New York. This company has purchased RADIO BROADCAST, formerly published by Doubleday, Doran & Co., RADIO REVUE of New York, and RADIO DIGEST of Chicago.

Effective with the September, 1930, issue, these three magazines will be merged and published under the name of RADIO DIGEST, as a national magazine serving the American radio public.

The officers of the Radio Digest Publishing Corporation are: *President*, Raymond Bill; *Vice-Presidents*, J. B. Spillane and Randolph Brown; *Treasurer*, Edward Lyman Bill, all of whom have had extensive experience in the music and radio fields, and all of whom are principals in Edward Lyman Bill, Inc., and Federated Business Publications, Inc., the latter including among its other properties RADIO-MUSIC MERCHANT (formerly TALKING MACHINE WORLD).

In addition to the Board of Contributing Editors, the personnel of which will be announced later, the executive editorial staff is: *Editor*, Raymond Bill; *Advisory Editor*, Henry J. Wright, formerly editor of the NEW YORK GLOBE and of the NEW YORK SUN; *Associate*

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Editor, Charles R. Tighe, formerly managing editor of RADIO-MUSIC MERCHANT, and Harold P. Brown, editor of RADIO DIGEST under its former management.

The business organization is as follows: *Business Manager, Lee Robinson, also business manager of RADIO-MUSIC MERCHANT (formerly TALKING MACHINE WORLD, Telephone Lexington 1760). Advertising Representatives: R. G. Maxwell & Co., Inc., 420 Lexington Avenue, New York (Telephone Lexington 0338), and Mellers Building, Chicago (Telephone Central 7860). The head of this company, Ray Maxwell, is one of "The Four Maxwells," the others being, respectively, president of Crowell Publishing Co., Life Publishing Co. and Williams & Cunnyngnam Advertising Agency.*

The circulation of RADIO DIGEST alone averaged 114,000 for the first six months of 1930 and at 35 cents per copy. While this constitutes an exceptional record for a new magazine, it is no more than an indication of what the future holds for the dominant magazine of the radio field. The public interest in this magazine is obviously logical because radio is destined to play an important role in the future of the entire world and of the life of those by whom it is peopled.

For those who can *act quickly* a very interesting proposition is available. Inquiries for details should preferably be sent by telegram or telephone. Anyone interested in broadcast advertising and in the ways and means of making their expenditures more profitable should not miss the chance to know about this special opportunity.

RADIO DIGEST, 420 Lexington Ave., New York City.
Please let me have the details of your new plan.

Name.....

Firm.....

Address.....

FAULT-FINDING newspaper and BEST-GOVERNED city

"If we cannot bring ourselves to trust politicians with our money, why keep them in power?"

That was the question The Cincinnati Post asked voters on the day after an election in which an extra tax levy which the gang wanted that year was voted down. It was in the form of an eight-column editorial on the first page.

Every day, month after month, the Post asked this question, and six months later a group of citizens met to draft a new municipal charter. The following November that New Charter was adopted by a majority of 51,000.

This "biggest bill of goods which any city ever bought" was sold in the face of indifference or active hostility on the part of every other newspaper in Cincinnati.

Today Cincinnati has the reputation of being the best governed large city in the United States.

The Cincinnati Post continues to be the watch dog of good government. It is still pointing out the wrongs to be corrected. It is still taking definite, courageous views on matters of public policy. It is still appealing to the influential, thinking element, which is also the prosperous part of the city.

To put The Cincinnati Post on your list is to reach this 61 per cent of the Cincinnati Market which gives more than ordinary ear and interest to the newspaper of its choice, The Cincinnati Post.

The Cincinnati Post

A Scripps · Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

Recent Developments Concerning Prison-Made Goods

WHEN the Governors had their recent meeting out at Salt Lake City they discussed many things informally. One of them was the vexing question of merchandise made by convicts. The passage of the Hawes-Cooper law, designed to make it harder to sell prison-made goods in interstate commerce in competition with regular merchandise, created a number of problems.

As is well known, the American Federation of Labor has long been attempting to make it illegal to ship prison-made merchandise across State lines. The new law makes all products of convict labor shipped into another State on and after January, 1934, subject to the laws of such State immediately upon arrival in the same manner as if the goods had been produced in that State. It will enable States that want to keep out convict merchandise to prevent other commonwealths from shipping goods within their boundaries under the protection of the interstate commerce clause.

But there are difficulties in this situation. If the law is effective it is likely to result in the abandonment of the prison labor contract system because one State will prevent another from shipping goods and vice versa.

In New Jersey, New Jersey, Massachusetts, Ohio, Pennsylvania, and one or two other States, prison-made goods are used in the State of origin only. In some cases the goods are marked so as to be identified as prison-made, but in a large majority of cases goods sold in the open market lose their identity before they reach the consumer and are often used to fill out stocks of trade-mark advertised brands made by free labor.

The Governors concluded that large readjustments which would involve heavy expenses will be needed to enable some States to find other uses for prison-made goods which cannot any longer be sold through the channels of interstate commerce.

The question of convict-made merchandise has always been a serious one both to labor and to manufacturers who are forced to compete with it. It is realized that some work must be given to convicts; but the disposal of what they make is what causes the trouble.

Labor men, always on the alert to discover convict merchandise, also caused some excitement recently in the lumber field. The A. C. Dutton Lumber Company, of Poughkeepsie, was consignee for two shiploads of lumber owned by the Amtorg Trading Corporation shipped from Archangel. The cargoes were held up at the ports of Poughkeepsie and Providence, R. I., by customs officers who had been told, ostensibly by the American Federation of Labor and perhaps by the National Lumber Manufacturers' Association, that this lumber was produced by convict labor.

A representative of the latter body appeared at a hearing before the Assistant Secretary of the Treasury, Seymour Lowman, in an attempt to show by copies of Soviet documents in the form of labor bulletins posted in convict labor camps near Archangel that almost all lumber in that district was produced by convict labor. Four additional cargoes of Soviet lumber now on the high seas have brought a strong protest from the American Wage Earners' Protective Conference and, again, from the National Lumber Manufacturers' Association.

The consignee urged that the lumber, being spruce, does not enter into competition with any American lumber, that it is a low-grade product of small dimensions shipped out of Russia in the rough, that the unloading of it would give employment to ninety stevedores, and the handling, sorting and processing of it to 150 more men who need the wages they can thus earn and that it was not produced by convict labor.

It also came out at the hearing

that the Dutton company is acting as broker for Amtorg, and that there have been about 46,000,000 feet imported during the last year. To make matters more complicated, it was estimated that the two cargoes, if they are admitted, will put about \$750,000 into the Soviet treasury, all of which would be expended for American machinery.

One of the paragraphs submitted to prove that the lumber was produced by convict labor was this, said to be from a poster in a lum-

ber camp near Archangel: "Prisoners doing their work in accordance with the increased program of timber cutting will have their term of imprisonment shortened, be released before it expires, and after being released granted the privilege of working for hire."

In the meantime, Assistant Secretary Lowman says that the evidence is "conflicting and inconclusive" and the whole question of convict labor, both at home and abroad, is brought again into the spotlight.

A No-Name Campaign for an Office Building

INDIANAPOLIS has a new office building. Skyscrapers in Indianapolis are a rarity. A new one creates something of a stir. And this newest structure came in for more than the usual share of interest due to the fact that it is the city's first building fashioned "in the modern manner," with a four-story set-back tower.

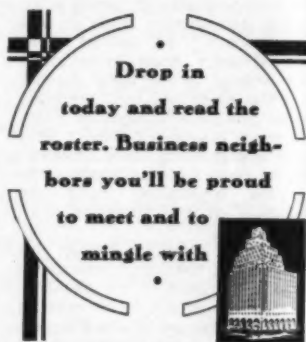
Situated at a strategic point on Monument Circle, the pride and joy of Hoosierdom, the building was appropriately christened Circle Tower.

So unusual a creation should be presented to the citizenry in an unusual manner, reasoned Klein & Kuhn, property management firm. So they set about looking for an out-of-the-rut idea.

The result was a series of "spot" advertisements, appearing on the financial page of local newspapers. While these "spots" are rather out of the ordinary in design, the really unusual feature is the fact that *the name of the building is never used.*

The reasoning that prompted this action is rather obvious. Everyone in Indianapolis is familiar with the building. The illustration is instantly recognized. No name is necessary for identification.

Yet the elimination of the name is a move so daring that interest and comment are stimulated. It should be mentioned, in this con-



nection, that large-space newspaper advertisements, appearing twice a week, do carry the building name in a prominent location.

The "spot" advertisements have been given over almost entirely to the building of prestige for Circle Tower. The first one in the series, which appeared just as the building was completed, is typical of the general theme:

When the talk turns to beautiful buildings, someone always mentions The War Memorial, the Scottish Rite Cathedral—and that new office building on the Circle.

Another in similar vein:

Can you name one other office building that is as much discussed as the new structure on the Circle?

July 24, 1930

July 24, 1930

PRINTERS' INK

123



PACING THE WEST

The remarkable growth which California and the remainder of the Pacific Coast has experienced in the last ten years was shown by the 1930 census.

The development of Oakland and adjacent territory is one of the outstanding features of this Western growth. The official census figures credit Oakland with a population of 284,213. Add to this the population of the nine contiguous cities of Richmond, Albany, Berkeley, Emeryville, Piedmont, Alameda, El Cerrito, Hayward and San Leandro and you have a market of 461,468 consumers. Busy streets are the only boundaries between these communities.

Oakland Tribune

OAKLAND, CALIFORNIA

(Member A.B.C.; the 100,000 Group of American Cities)

National Representatives

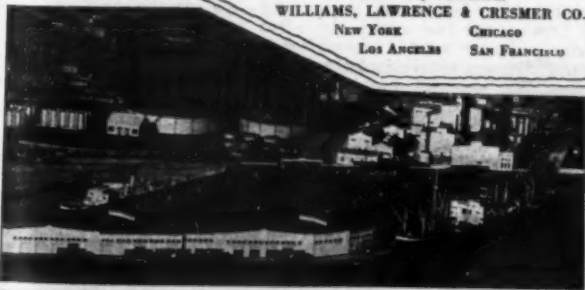
WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



Do Advertisers Need Less Protection from Trade-Mark Pirates?

One Ground on Which Coca-Cola Lost a Recent Case Was That Its Name Is Too Well Known to Permit Confusion

By E. B. Weiss

TAKE a heavily and consistently advertised product, add national distribution, and it is a mathematical certainty that one of the results will be trade-mark pirates. The Coca-Cola Company will testify to that. Few names have been imitated with more irritating frequency and persistency than Coca-Cola. Also, few companies have been more energetic in prosecuting trade-mark infringements than has Coca-Cola.

Throughout this extensive litigation, The Coca-Cola Company has found that the millions it has invested in advertising have helped to scotch the very trade-mark infringers who were tempted by the advertising to transgress on its preserves. In other words, Coca-Cola has found its advertising record to be a distinct legal aid in winning court battles where trade-mark rights were concerned.

A decision handed down recently, however, by the Circuit Court of Appeals for the Sixth Circuit, seems to be based on reasoning that is directly contrary. Says the court, in effect: Coca-Cola, through its widespread advertising, is known to practically everybody. The public *instinctively* recalls, in memory, its appearance and sound. Therefore, in this particular case, even though there may be a certain similarity between the two marks, the ordinary consumer would, *without reflection*, discover the dissimilarity if substitution were attempted.

To the lay mind that would seem to be unique reasoning. Perhaps it may strike the legal mind the same way. For what the court has told the Coca-Cola Company is that if its name were not so well known it might have been entitled to some protection, but that the very popularity of the name precludes protection unless the imitation is so

palpable that there cannot be the slightest doubt of confusion.

Let us see how the court came to this conclusion.

The Coca-Cola Company had brought the case before the Circuit Court on appeal from a decision of the District Court for the Eastern District of Kentucky. The Carlisle Bottling Works were the defendants.

The Carlisle Bottling Works, according to the current decision, bottled and sold a soft drink called Roxa Kola. The Coca-Cola Company charged trade-mark infringement. It also charged unfair competition by substituting and passing off Roxa Kola when Coca-Cola was called for.

The evidence, said the court, was insufficient to establish substitution or passing off. The sole question to be answered, the court declared, was whether Coca-Cola's trade-mark had been infringed.

In determining the answer to that question, the court continued, the test is whether the alleged infringing mark—taken as a whole—so closely resembles Coca-Cola as to be likely to be mistaken for it by the casual or unwary purchaser.

"Considering each mark or name," said the court, "as consisting of two words, the last word in each has exactly the same sound. But 'taken as a whole' the words do not sound alike. . . .

"Moreover, equity does not absolutely insure the consumers of plaintiff's (Coca-Cola) beverage against deceit. It grants no relief unless the similarity between the two marks is of a character to deceive the casual consumer while exercising the caution ordinarily used in the purchase of such beverage. Such degree of care is usually low, if not altogether negligible. The casual would-be purchaser of a 5-

July 2

alike, h
Times*
papers,
major s

TOTAL

LOCAL

NATION

† Include
* THE S
Largest
Seattle

THE

New York

in Seattle

one newspaper, alone,
carries a greater volume of

RADIO ADVERTISING

than its two competitors, combined!

Because Local and National Radio Advertisers, alike, have learned from experience that the home-owned Seattle Times* consistently outpulls the local Hearst and Scripps newspapers, these advertisers as consistently place upon The Times the major share of the responsibility for RESULTS.

TOTAL RADIO: 1st 5 Months of 1930 (De Lisser)

The Seattle Times (E. & S.)	119,172 lines
Post-Intelligencer (Hearst: M. & S.)	70,342 "
Seattle Star (Scripps: E.)	33,733 "

LOCAL RADIO: YEAR 1929 (Media Records)

The Seattle Times (E. & S.)	81,113 lines
Post-Intelligencer (Hearst: M. & S.)	39,291 "
Seattle Star (Scripps: E.)	26,151 "

NATIONAL RADIO: YEAR 1929 (Media Records)

The Seattle Times (E. & S.)	364,285 lines
Post-Intelligencer (Hearst: M. & S.)	†293,970 "
Seattle Star (Scripps: E.)	50,511 "

†Includes 10,866 lines American Weekly

*THE SEATTLE TIMES' circulation, Daily, 100,000 plus; Sunday, 140,000 plus. Largest and most responsive circulation available to advertisers in the greater Seattle market (Population, metropolitan area, 1930 census, 468,739.)

THE SEATTLE DAILY TIMES

O'Mara & Ormsbee, Inc., National Representative

New York . . Detroit . . Chicago . . San Francisco . . Los Angeles

MAGNIFIED FIVE TIMES

Advertisers desiring to reach the average family—whose aggregate income has been established authoritatively at \$2,700 per year—use 'mass' publications.



But—when it is necessary to appeal to the higher income groups, with commodities that fall into the quality and luxury classes, then it is imperative to use 'class' media, which make up their lack of circulation by the greater purchasing power of their readers.

The average annual income of the subscribers of THE FINANCIAL WORLD is \$12,100—just about five times the average per family in the United States.*

With a net paid circulation of over 82,000 as of December 31, 1929, and a purchasing power magnified five times, advertisers with national distribution find THE FINANCIAL WORLD an attractive buy.

*The Analysis of the circulation of THE FINANCIAL WORLD by Dr. Daniel Starch, Consultant in Commercial Research, will be sent on request.

Subscription
\$10 Per Year

The **FINANCIAL
WORLD**

Est.
1902

Member
A. B. C.

America's Investment and Business Weekly

53 PARK PLACE, NEW YORK, N. Y.

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cent bottle of Coca-Cola makes little effort to determine whether its trade-mark or trade-name resembles the mental picture he retains of plaintiff's trade-mark."

All that would appear to constitute excellent cause for a favorable decision for Coca-Cola. What the court has said is that in the purchase of a 5-cent soft drink the casual purchaser exercises scarcely any care. Therefore, it would appear to follow that the casual purchaser of Coca-Cola is entitled to even more protection against possible confusion than the purchaser of a product that is usually bought with greater care.

"But," says the court, "it does not follow that he could be easily imposed upon. It must be kept in mind that we are dealing with the trade-mark Coca-Cola. As said by Judge Hollister in *Coca-Cola v. Duberstein*, 249 Fed. 763, 764: 'The product was named that at the beginning and the beverage has been known under that name for more than thirty years. By the expenditure of millions of dollars in advertising it has become well known throughout the land. The name means and is understood by the public to mean complainant's (Coca-Cola) product.'

"In *Coca-Cola v. Koke Co.*, 254 U. S. 143, 145, Justice Holmes said: 'Since 1900 the sales have increased at a very great rate corresponding to a like increase in advertising. The name now characterizes a beverage to be had at almost any soda fountain. It means a single thing coming from a single source, and well known to the community. It hardly would be too much to say that the drink characterizes the name as much as the name the drink. In other words, Coca-Cola probably means to most persons the plaintiff's familiar product to be had everywhere rather than a compound of particular substances.'

"See also *Coca-Cola Co. v. Old Dominion Beverage Corp.* 271, Fed. 600, 602. As tersely stated by Judge Cochran in his opinion in this case, 'its trade-mark has been burned into the consciousness of people generally. Instinctively one

recalls in memory its appearance and sound.'

"We conclude, without hesitation, that the ordinary consumer of Coca-Cola, familiar with the mark, would, without reflection, discover the dissimilarity of the two marks or names if substitution were attempted."

It may not be proper to interpret the decision as meaning that advertisers are to be penalized because they advertise. Most assuredly, though, the court has said that the closeness with which an imitator may approach an established mark depends on how well known the mark is.

If the mark is not well known then the consumer may not be expected to discover the dissimilarity "without reflection," and therefore the imitator must maintain a respectable distance. But if the mark is well known, the consumer may be expected to detect more readily the differences between the advertised mark and that of the imitator. Under these circumstances, the imitator may be permitted to become positively daring in designing a mark that resembles that of a national advertiser.

What the case boils down to is that the advertiser is penalized because his advertising has "burned" his mark "into the consciousness of people generally."

A. C. Deuel, Director, Power City Trust

Alanson C. Deuel, president of the Niagara Falls Gazette Publishing Company, Niagara Falls, N. Y., has been elected a director of the Power City Trust Company, of that city.

Death of R. A. Edwards

R. A. Edwards, for many years manager of the San Francisco branch of Foster & Kleiser, outdoor advertising agency, died recently at his Monticello ranch in California. He was forty-two years old.

Joins McCandlish Lithograph

K. Alfred Pfetsch has joined the New York sales staff of the McCandlish Lithograph Corporation, Philadelphia.

Miss Virginia Higgins has joined the staff of Clarence Upson Young, Los Angeles, advertising, as a copy writer.

Publishers Comment on Stanco's Action on the Rate Differential

Dropping of Newspapers by Nujol and Mistol Is Said by Stanco to Be Protest Against Retail-National Differential

FOR the first time in its advertising history, no newspapers will be used to advertise Mistol. The fall campaign, for the most part, will go into magazines. This change, it is explained by E. B. Loveland, advertising manager of Stanco, Inc., distributor of Mistol, is the protest of a national advertiser against preferential differentials for local newspaper advertisers. He does not object to the existence of a differential but he does believe that in far too many instances the spread is so great that the rate charged national advertisers is too much in comparison with cost of the same space sold to local advertisers.

The fall campaign for Nujol, another Stanco product, also eliminates newspapers from the schedules. Use of newspapers in the summer campaign on Flit will be carried through as planned and no marked change is contemplated in the use of mediums for the Daggett & Ramsdell line.

Mistol, it was reported early in the year, has been using 146 newspapers with fifty insertions, which represented 61 per cent of the advertising appropriation for that product. Nujol has been using 340 newspapers with thirty-six insertions each, representing about 81 per cent of the appropriation.

Dropping of newspapers from the advertising plans of Mistol and Nujol, it is stated, has been done to concentrate attention on the agitation by national advertisers against what is considered unfair discrimination in newspaper rates. Mr. Loveland referred to bulletins issued by the Association of National Advertisers which report savings effected by advertising managers who have been successful in getting their copy placed under the retail rate.

"When an advertising manager tells how he saved \$30,000 by getting the local rate," Mr. Love-

land said, "it makes it appear that I am asleep. Why does he make this saving? Because he has local distributors, he gets the advantage of the differential. Because we have not, we can't and we have to pay the higher rate. Your chief then takes the attitude that you are not doing all that you can to cut your advertising costs and your position is not a comfortable one."

Mr. Loveland makes it clear that Stanco's protest is not to be interpreted as a challenge to newspapers. He feels that the present situation brought about by the differential is untenable for advertiser and publisher alike and that somebody has got to make a play toward clearing it up. "All I am trying to do," he explains, "is to co-operate so I can come to an understanding. When we make our plans for 1931 I hope we will be in a better position to go back to newspapers."

No Exceptions

The dropping of newspapers is without exception. Papers which have little or no differential are included in the elimination along with those whose differential is considered excessive. This is so for the reason that Mr. Loveland wants all newspaper publishers to get together on the differential question. If all newspapers are eliminated from the Mistol and Nujol schedule, he feels that it will put the question up to publishers for consideration, as it concerns the medium as a whole.

Asked whether any letters had been written publishers setting forth the reasons for discontinuance, Mr. Loveland replied in the negative. "But I am telling each special representative who calls upon me," he stated. "They are taking it all right. Already one publisher has asked me what differential I think is justifiable and he has expressed

THE car the first it has other si

This when a been s than ev

There fact th offers th publishi

The wants buy the attention greatest list.

While American astounding actually lead pe as good

Where you buy homes lo areas of

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A colo Weekly as big other ma

Six months in 1930

THE AMERICAN WEEKLY carried more advertising during the first six months of 1930 than it has ever carried during any other six months of its history.

This record, coming at a time when advertising expenditures have been scrutinized more carefully than ever, speaks plainly for itself.

There is simply no ignoring the fact that The American Weekly offers the utmost in value on the publishing counter today.

The national advertiser who wants his advertising dollar to buy the maximum of advertising attention cannot possibly omit the greatest of all magazines from his list.

While one color page in The American Weekly costs \$16,000, an astounding sum to the uninitiated, actually you can wear out a dozen lead pencils without figuring out as good a way to spend that sum.

Where else with that amount can you buy entry into nearly 6,000,000 homes located in the richest buying areas of the United States?

In what other magazine or group of magazines will it buy the attention of almost 6,000,000 families and without duplication?

A color page in The American Weekly is two and one-half times as big as a color page in any other magazine. That means plenty

of room to tell your whole story in word and picture.

The American Weekly has the largest circulation on earth because, editorially, it is the most interesting magazine on earth.

For the advertiser who knows the importance of hitting hard at a time when every dollar counts, this great magazine offers an economic opportunity unequalled in the publishing field.

In 536 of America's 812 towns and cities of 10,000 population and over it concentrates and dominates.

In each of 185 cities, The American Weekly reaches one out of every two families.

In 132 more cities, it reaches 40 to 50%.

In an additional 102 cities, it reaches 30 to 40%.

In another 117 cities it reaches 20 to 30%.

—and, in addition, nearly 2,000,000 families in thousands of other communities large and small, regularly buy The American Weekly.

These families represent one-fourth of all the buying homes in the country. And you can reach them all, nearly 6,000,000 of them, for less than $\frac{1}{4}$ cent per family.

Do you wonder that 1930 is another record year for this great magazine?

Where else can you spend your advertising dollar more effectively?

Cock-A-Doodle-Do

July (the seventh month of 1930) is the largest July in volume of advertising revenue in the history of The American Weekly, exceeding July, 1929, by 27 $\frac{1}{2}$ %.

THE AMERICAN WEEKLY
Greatest Circulation in the World

Main Office: 9 East 40th Street, New York City

Branch Offices: WRIGHT BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON
. . . 753 BONNIE BRAN, LOS ANGELES . . . 323 MONADNOCK BLDG., SAN
FRANCISCO . . . 13-231 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA
BLDG., CLEVELAND . . . 101 MARINETTA ST., ATLANTA

himself as satisfied that my suggestion provides a fair working basis."

PRINTERS' INK has approached several publishers and publishers' representatives to ascertain their opinions of this move by Stanco.

Walter A. Strong, publisher of the *Chicago Daily News*, because of the deep interest he has taken in fostering group consideration of the differential questions by publishers, was asked for his viewpoint of Stanco's action as this move concerns its probable influence on publishers and other advertisers. Mr. Strong said he regretted to hear of this decision. In a telegram to PRINTERS' INK, he states:

"Only possible effect will be to further complicate already confused issue. Stanco makes no fair distinction between newspapers but attacks economic rate structure of a commodity necessary to their sales in a very arbitrary and unusual manner.

Can Have No General Effect

"My judgment is that their action can have no general effect on other advertisers or in forcing publishers to accept ultimatum from them concerning a policy which must after all be determined by publishers based upon facts and experience of their business. Believe on other hand final establishment of uniform standard or formula is developing by determination of common definitions and factors relative cost and productivity in national advertising field. Nothing can be accomplished by sumptuary action either side."

"If Stanco can aggravate the rate problem by assigning its withdrawal as a protest," said one representative, "it may get some publishers to think this is the real reason. Such a move may, of course, encourage other advertisers to do the same thing. My publishers have given thought to the whole differential subject and some have taken steps to narrow, and narrow appreciably, their differentials. The question is one for individual consideration by each publisher, but withdrawal by advertisers is not going to stampede publishers into giving space for less than what it

is worth. Don't think for a minute that any advertiser is contracting for space unless he is certain that the space justifies the expenditure."

Another special representative contributes this observation: "From my standpoint, this move by Stanco is a good thing for newspapers. Like other advertisers who have pulled out from newspapers, it will learn how economical and productive the medium is. If other advertisers in an appreciable number follow the Stanco lead, what is going to happen to the advertising agency set-up?

"If the day comes that the publisher cuts out the national rate and the agency commission comes under the knife, what are agencies going to do? It is all very well to say that the agency commission is of small concern to the advertiser, but it cannot be forgotten that national advertising and national advertisers are at the high point of efficiency that they are today because of the development work of agencies which has been and is made possible by the agency commission. This commission is in the differential along with other merchandising development work done for the national advertiser."

Don Bridge, president of the Newspaper Advertising Executives Association, in answer to a telegram from PRINTERS' INK, wired as follows:

"Certainly it is not the function of a newspaper to tell an advertiser how he should spend his money. It appears reasonable to assume, however, that best results may be secured when the purchase of space is based entirely upon the value of that space to the advertiser, rather than upon any other consideration. One might also wonder if it is logical to apply a rule to all newspapers alike when the apparent reason for the rule does not apply alike to all newspapers."

Younggreen Resigns from Milwaukee Agency

Charles C. Younggreen has resigned as vice-president of Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, effective at once. It is understood that he will head an advertising agency business with headquarters in Chicago.

Throughout 1929 The Burroughs Clearing House shows a month to month gain in advertising line- age and revenue.

Ask for a sample copy
and complete circulation
analysis. Note its remark-
able growth as compared
with only a few months ago.

The Burroughs Clearing House

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT



THE APPEAL PAPERS

Circulation Gain For the
First Six Months of 1930

Truly Reflects the Spirit of the Mid-South

The Appeal Papers are part and parcel of the great territory they serve. The Commercial Appeal is old, as the Mid-South is old. The years of real development of both have run along together. The Evening Appeal, a lusty progressive child of the Mid-South, is a true exponent of this section.

We believe, therefore, that the consistent circulation gain of The Appeal Papers truly reflects a business soundness in

Memphis and the Mid-South territory that does not exist in many other sections of the country. This is further verified by the fact that there is less unemployment here than in any other territory in the United States.

Let's all remember that the consumer's state of mind is the key to the situation. The consumer is always at the other end of an advertisement. Our papers and our community are optimistic.

The Average Net Paid Circulation of

THE APPEAL PAPERS

For the Six Months Ending June 30, 1930

THE COMMERCIAL APPEAL	115,488
THE COMMERCIAL APPEAL, SUNDAY.....	143,032
MEMPHIS EVENING APPEAL	86,930

THE COMMERCIAL APPEAL

The South's Largest Newspaper

The MEMPHIS EVENING APPEAL

The South's Fastest Growing Newspaper

Memphis, "Down in Dixie"

Securing Photographic Realism with Pen and Ink

Silver-Print and Other Mediums Whereby Faithful Copies of Photographic Originals May Be Produced

By W. Livingston Larned

IT is sometimes necessary, in one of the departments of an extensive advertising campaign, to employ line plates, despite the fact that photographic accuracy and realism is desired. How best to solve the problem is of recurrent importance and interest.

The idea applies, in a number of instances, to newspaper campaigns. An extensive series must appear throughout a formidable schedule, and while halftones might reproduce satisfactorily in 50 per cent of the papers, a chance would be taken on the others, especially if original plates are not supplied—which would, of course, be prohibitive.

The very subject matter, nevertheless, is likely to call for photographic realism of detail. The illustration to be most effective and successful, for the purpose, should carry the atmosphere of a camera study. Line plates print well provided they are fashioned with wisdom; and it is by no means impossible to supply this authenticity of detail.

Line engravings are usually far more dependable than halftones for newspaper use, despite the remark-



The Current Union Pacific Illustrations Have a "Photographic Look" Although Done in Pen and Ink

able progress that has been made in skilful reproductions from photographs. Electro-types and mats have improved, as well, but nothing quite equals the line technique, if it is to be a 100 per cent reproductive success.

Then there are other considerations, too. Some of the periodicals handle halftones none too perfectly and admit as much. Booklets, folders and broadsides are printed on paper stocks which do not take halftones satisfactorily. And, finally, the matter of expense. Halftones cost more than line engravings.

Whatever the reason, the advertiser periodically requires camera sincerity of detail and atmosphere from drawings which may be reproduced in line, and just how to arrive at such results remains a thoroughly live question.

For it most assuredly is possible to put into line work that "feel" and technique which comes from a photographic base. The unschooled eye of the reader accepts some line illustrations as having their origin in camera authenticity.

Another interesting fact may be mentioned, incidentally. Campaigns are given a new color, a new at-

mosphere, by the change from halftone to line, and from photograph to an original drawing. Any one engraving process, used year after year and season after season, is likely to give sameness to a campaign. A switch is advisable occasionally.

An exquisite perfumery booklet

great feeling, in fine pen work. He lost not a fragment of the realism of the camera originals, and he added his own fine sense of light and shade and freedom of line. That his illustrations were inspired by the camera could not be denied. They seemed to be halftones, done in some new and unique technique,



Advertisers of Farm Machinery Are Able to Picture Important Mechanical Details by Means of Pen and Ink—This Appeared in a McCormick-Deering Advertisement

was produced wholly in line, although the paper stock would have taken care of the finest of halftone screens. And the subjects were still-life studies of containers against beautifully arranged still-life backgrounds. If ever there was an illustrative series which seemed to cry aloud for halftones, this was it.

The originals were camera studies from carefully posed groupings, and everyone commented upon the charm of the prints as submitted. But the advertising manager, looking back over his direct-mail pieces for several years, observed that there was unquestioned sameness of art technique. They had all been photographic and they had all been in halftone.

An artist who specialized in artistic pen work took these photographs, traced them off on drawing board, and rendered them, with

such as modern engravers have come to employ of recent years.

And I wish to make a very special point of this fact: Although the drawings were in line, they had a "photographic look." The artist who is asked to conform to the plan will "lay" his lines in sympathy with the idea. He will not become too sketchy, too free, too imaginative. He simply says to himself: "I will produce an illustration which is the nearest approach to a photograph—in line."

The majority of the line techniques in general use will produce no such effect. They lack the directness and the fidelity of detail. There is too much of the artist himself and his own individuality of style, and too little of the original copy from which he makes his drawing. No artist who is unwilling to allow the photograph or the wash subject to dominate his tech-

Si, Si, Señor, Mucho, Por Cierto!

IS the answer you will receive if you ask, "Is the Hispanic-American Style Conscious?"

And it is a fitting answer, too, for his artistic development is the result of centuries of study and application. This development reached such a degree of perfection that its influence is seen and felt on every hand. Take music, for example:

The fire and color of this music is delighting radio audiences throughout the country. Numerous industrial concerns (General Electric, General Motors, etc., etc.) are devoting many of their "hours" to programs of this nature. The recording and making of records for the Spanish-speaking world has developed into Big Business.

In architecture, this influence is felt all the way from the "patio" of the California bungalow to the Chrysler Tower with its Mayan entrances.

In styles, the use of contrast and color, the value of effect were all carefully studied centuries ago.

Its recipes, its cosmetics, its perfumes, its costumes have all left a definite imprint.

Even in shoes, the creations of the Balearic Islands formed an art which has influenced the present industry.

The 135,000 Hispanic-Americans in New York, therefore, understand you perfectly when you talk quality and style. Whether you talk perfumes or "frijoles," catsup or "azucar," automobiles or furniture, clothing or shoes, luggage or soap, they will lend a responsive ear, for they have been schooled in values. LA PRENSA covers this population. It is their intimate, daily newspaper.



Put your messages to these 135,000 style conscious Hispanic-Americans where it will be read and understood—LA PRENSA.

LA PRENSA

OF NEW YORK

MEMBERS OF A.B.C.; ASSOC. PRESS; A.N.P.A. P.A.N.Y.C.

nique can hope to supply this one, certain atmosphere.

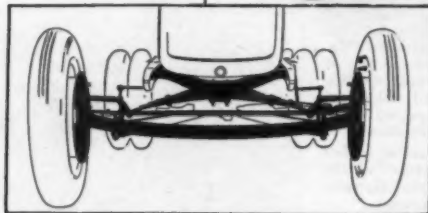
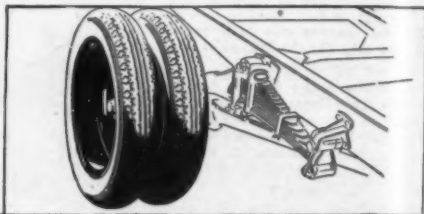
Very largely, it is a matter of closely imitating the original and of reproducing every effect, tone for tone, identically as it is in the copy. The sole difference is that each tone value is interpreted in line and not in wash.

Some artists achieve this with a

It was certainly not because some of the schedule was run in farm journals, in newspapers, and in publications where the printing limitations are marked.

These beautiful pen pictures have that "photographic look." You feel, as you examine them, even casually, that the camera was at least 50 per cent responsible.

Ford Is Using Pen Illustrations in Farm Papers and Newspapers—They Are Attractive and Effective



The Union Pacific series is an outstanding instance of how the pen may closely follow the realism of the camera, while including its own individuality of technique. You merely see the same scenes as witnessed by the

stipple, others use crayon on a rough surfaced paper, but the most pleasing results seem to be attained when a very fine pen is employed and lines are used, although lines and the other mediums may be occasionally combined, dependent upon the original, of course.

The Union Pacific Railroad has used, during the year, pen work for its landscape themes. And it does so in publications which would carry halftones in the most satisfactory manner. These subjects are of panoramic character, showing mountains and forests and other nature studies along the route to and through Colorado.

The railroad has photographs aplenty made by the most efficient photographers available. But line drawings are featured, nevertheless. Why? Because the switch from halftone to line breaks the monotony of many campaigns. It refreshes the eye. It changes the complexion and the tempo of the advertising.

camera through the eyes of an expert pen technician. And if there is a super-abundance of halftones in the same publication, this innovation may prove decidedly acceptable.

An artist has a choice of numerous expedients in producing such illustrations. By far the best idea is to use a silver-print, which, as you certainly know, is a bleachable facsimile of the photograph. The pen, with waterproof ink, traces over a faithful reproduction of what the camera has provided. Then the print is bleached out, with chemicals, leaving an original which is ready for line engraving.

The advantage of this system is the accuracy of detail and the ease with which the artist may approximate camera realism. All the while, as his pen goes over the salt print, he is frankly attempting to reproduce, in line, what the camera has given to him in what might have been halftone.

But some artists vastly prefer to

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Largest Indiana Coverage at Lowest Cost

The Star Newspapers—Indianapolis Star,
Terre Haute Star-Post and Muncie Star—
have

More Circulation

than can be obtained by grouping other
papers in Indianapolis, Terre Haute and
Muncie.

And the Rate Per Line is Less

National Representatives

KELLY-SMITH COMPANY

New York—Chicago—Philadelphia

Boston—Detroit—Atlanta

ANOTHER DEMONSTRATION

The TENTH within a year!

Just part of the continuing evidence that editorial value and paid circulation (ABC-ABP membership) mean reader interest.

A radio manufacturing company (one of the very largest, with complete national distribution through diversified outlets) recently wrote to its dealers, asking "which publication is of the most assistance to you in your merchandising problems?"

Result:

(Only trade publications included)

Radio Retailing	241
*Electrical Merchandising	50
A Talking Machine and Radio Publication	50
A Radio Trade Publication	46
A second Radio Trade Publication	45
A second Talking Machine and Radio Publication	29
A second Electrical Publication	24
A third Talking Machine and Radio Publication	21
A third Electrical Publication	21
A fourth Electrical Publication	17

*Radio, of course, is only ONE of the products sold by electrical retailers and editorially covered by this publication.

Radio Retailing

A McGraw-Hill Publication, ABC-ABP, Tenth Ave. at 36th St., New York

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This Calumet Baking Powder Illustration Has More Strength Than Most Halftones and in Addition It Prints Better on Poor Paper Stock

trace off a print, and start, fresh, on white paper. There is no possible objection to this provided liberties are not taken and the artist does not seek to inject too much of himself and his own pet technique. If he does, then the illustration may look as if he had merely sketched it "on the spot," and of this treatment we have nothing to do in the present article.

Many of the most telling of the Ford Motor Car illustrations for farm journal and newspaper use are pen work over silver prints. This is specifically true of technical subjects of the chassis. It is highly essential that such pictures bring out every detail of mechanism. On poor paper, a halftone might not do this. The pen illustration most assuredly does.

When Calumet Baking Powder illustrations turn from photographs to line, because a certain campaign is to run on a poorer paper stock, there is no compromise with fate, as it were—no wondering if halftones will reproduce pleasingly. Line drawings are made from the same halftone copy which is run on better paper in other periodicals.

And they are rather wonderful

illustrations despite the limitations of pen-and-ink, when pen-and-ink is asked to approximate the realism of the camera. An artist copies his original photograph with pen lines which imitate the original. He makes up his mind that his pen must not attempt any fancy techniques but approximate, in pen strokes, the sincerity of a photograph. It becomes a drawing which is a literal translation of the camera's art, done in line and for line plates. If there was a sketchy, free-handling the result could not be the same.

Sometimes the subject is better handled in line than in halftone. Advertisers of farm machinery, after long experience, have found that the prospect is more interested in tiny details than in the atmospheric and many-toned charm of a photograph. This applies not alone to poor paper but to the best grades of stock.

The pen can present these mechanical details with far more accuracy than can the camera. Lines mean more than tones. And it is only necessary for the artist to work over a silver print which has been made from a photograph.

Typographic Delirium Tremens

Monstrosities in Type Do Not Represent Modern Ideas

By David A. Hayes

Hayes-Lochner, Inc. (Typographers)

I CAN sympathize with Brian Rowe* in his complaint regarding modern typography, but I feel that he has done an injustice to advertising typography as a whole. He is looking only at one part of the whole, an important part, it is true, but not as overwhelming as he would lead one to believe.

Not knowing Mr. Rowe's bitter experiences with Modernism in detail, I would not attempt to answer him specifically, but I can set forth some fundamentals of good typography, both Traditional and Modern.

The examples shown in Mr. Rowe's article are not modern except that the type used is of recent design. Further, it is not a type face suitable for booklet work, for it is somewhat freakish and not easy to read. Had the headings and captions been set in the same type and the body matter in a type less freakish and more readable than Eve it would have been far better. The type les Cochins, not Nicolas Cochin, would have been far better and still have given a Continental flavor.

Good typography is that which can be easily read. A typographer regards his work in the light of function rather than ornament, whether he works in the Traditional or Modern manner. And the tricks of the Modernist, properly employed, go far toward giving greater readability. Modernism is not crazy quilt designs of seeming irrelevant pieces of type, pictures, rules and splotches of color. Nor

* "Beautiful But Dumb Advertising," June 12.

We Announce OUR APPOINTMENT

as Distributors for

Kleen-Heat
OIL BURNERS

After an exhaustive study of oil burners, we have selected the KLEEN-HEAT as the oil burner which, in our judgment, is the most advanced type of oil burning equipment on the market today—for any size building from the smallest bungalow to the skyscraper.

With the KLEEN-HEAT oil burner we offer you an oil burner to fit your pocket-book and give you the maximum of heating comfort.

There are four distinct models—you pay for the heating capacity you use—no more. Before you go through another heating season, come in and see these burners that are making oil burner history.

DEALER'S NAME HERE

Street Address Telephone Number
CITY AND STATE

This Is Not Startling, But It Shows the Influence of Modernism—Mr. Hayes Selects This as a Good Example of Clean, Readable Modern Advertising

is it merely the use of the new type faces, such as Kabel, Futura and Erbar.

Modernism is the cult of function. Form is determined by function. The function of advertising typography is to display a message in such manner that it will be read, and to be read it must be legible—therefore, the first function of Modernism is legibility. Any form which does not first express this function is not modern.

The expression of the sense of the copy is paramount, the outward form is secondary. Traditional typography gave us a certain form of arrangement to follow; Modernism does not. Any form is acceptable that makes for greater legibility of the important

DEPENDABLE . . .

. . for advertising
RESULTS - because
it is an INFLUENCE

THE POST-STANDARD

Syracuse, New York

PAUL BLOCK, INC., Representatives

NEW YORK

CHICAGO

DETROIT

BOSTON

PHILADELPHIA

SAN FRANCISCO

Daily 61,222 net Paid

Sunday 69,879 net Paid

Good Copy

An advertise-
ment which offers
service—

which is attrac-
tive enough to be
noticed—

inviting enough
to be read and con-
vincing enough
to be remem-
bered—

will benefit both
public and adver-
tiser.

**HAWLEY
ADVERTISING
COMPANY**

Inc.

**95 MADISON AVE.
NEW YORK CITY**

parts of the copy. Variations in type size or weight where the copy calls for emphasis by means of caps, caps and small caps, italics, etc., are not only proper but one of the basic principles of Modernism.

Mr. Rowe speaks of the lack of movement in modern typography—filling out lines with small ornaments, setting paragraphs flush and other practices which tend to make a piece of copy an even, colorless, close-packed mass. Such practices are deplorable and a competent typographer never indulges in them unless specifically requested to do so. Making a perfect rectangle of a piece of copy, with no short lines or indentations, running in paragraphs with a mark to indicate it should be rarely done.

The types that Modernism has caused to be brought out are only beginnings. They are simple, elementary alphabets—their function being to be read why should they be decorative? Therefore, any differentiation of weight in their various strokes, and the serifs have been discarded. They are simplicity itself, yet they are but the beginning. That they have been widely misused is a recognized fact, but many types are used merely because they are new.

A great many people think that the modern manner means the use of freakish types, conglomeration of black areas and rules, very bold black headings, type set on an angle, etc. That is not modern typography; it is typographical delirium tremens. Many of the types in use today are being used just to be different and many monstrosities result therefrom.

The present-day typographer has many thousands of dollars' worth of type in his cases that is useless, bought because an enterprising typefounder advertised it extensively with circulars showing it used in an unusual manner that was indeed attractive, and the agencies immediately wanted to use it. But what happened? The layouts created for the type were the same old traditional style, for which the proper type face would have been traditional. The result—a "different" looking advertisement but slightly disappointing.

Your only to you w them to etc., be vertise reason ganizat of type hard to purpose In an ordinat tismen that w it is a that co tainly e more b cilities But to present Adverth Doroth in the She has rored a of life peal. That ments i times a we do headline that tel interest the text In th fewer there ar read m more. Mode but not its abili typogra Movem the esse every c say tha level to must bi bel and advertis ceived wide, in Typog the sho ing—the is equal wrong, decided

Your advertising typographer is only too willing to get the types you want, use them as you want them to be used, make suggestions, etc., but if your booklets and advertisements are unsatisfactory the reason may lie within your own organization. If your copy is a block of type that is uninteresting and hard to read it defeats its own purpose.

In any case where copy is subordinated to illustration the advertisement must have been planned that way, for in this day and age it is a universally recognized axiom that copy is meant to be read. Certainly our advertising nowadays is more beautiful; we have more facilities at hand to increase beauty. But to compare Dorothy Dix with present-day advertising is absurd. Advertising is selling something; Dorothy Dix has nothing to sell in the sense that advertising does. She has a column in which is mirrored an interesting cross-section of life of great human-interest appeal.

That we read fewer advertisements is untrue. We read many times as many as we used to, but we do it unthinkingly. We read headlines, in the flash of an eye, that tell a whole story; if we are interested we read the balance of the text.

In the old days there were far fewer people advertising than there are now and we had time to read more. We stayed at home more.

Modern typography is beautiful *but not dumb*. Type is chosen for its ability to say something if the typographer is up to his job. Movement in typography is one of the essentials and is observed by every competent typographer. To say that type speaks in a drab, level tone is utterly ridiculous. It must bid for attention because Kabel and Futura were sold through advertising and certainly they received widespread attention, too wide, in fact.

Typography cannot be blamed for the shortcomings of any advertising—the whole design and layout is equally at fault if something is wrong. The great question to be decided is whether to be modern

★ SMALL SPACES IN PUNCH BREAK THROUGH TRADE DEPRESSION!

From W. H. Colt, Ltd.
London,
16th June, 1930.

Marion Jean Lyon.
"Punch."
10, Bouverie Street, E.C.4.
Dear Madam,

We have great pleasure in informing you that our trial campaign, advertising our "Cedar" and "Empire Timber Cottages" in *Punch* has exceeded all our anticipations.

It was with great reluctance that we ventured on this effort in view of the general depression prevailing everywhere; despite this circumstance we are thoroughly satisfied that the outlay involved was in every respect fully justified by results.

Your advertising rates appear to be high, but we have proved them to be lowest in proportion to results achieved. Cost per enquiry and per order is lower than any other periodical.

We are still receiving enquiries from advertisements which appeared a year ago.

We are therefore planning another and extended campaign in the near future in which we intend to include, in addition to "Timber Cottages," our poultry houses, which enjoy the sobriquet of being the "Rolls Royce" in poultry plant.

With compliments,
Yours faithfully,
W. H. COLT, LTD.
L. J. O'HEA

MARION JEAN LYON
Advertising Manager, "PUNCH"
10 Bouverie Street, London, E.C.4, Eng



Mass Selling to Keep Abreast of Mass Production

As in the case of mass production—mass selling is much faster and cheaper. The Denney Advertag, attached to each product you sell, creates mass sales. It attracts the eye, identifies your product, and suggests uses and values that make the sale.

The Advertag finds many buyers among those who would otherwise only have taken a look and passed by. Send us the information to work from and our experts will design a free sample Advertag for your needs.

Denney also makes every other kind of tag.

The Denney Tag Company
West Chester, Penna.

DENNEY ADVERTAGS

or traditional and stay in whichever class is selected.

Being modern is not merely using Sans-serifs types. If you want to be modern study some authority on Modernism and be guided thereby. But in any event, good typography, whether modern or traditional, is typography that is inviting, legible and attention-compelling.

If your typography falls short of that mark it is not because it has gone modern; it is because it is poor typography and you had better find out why. Let me repeat: Any typography, whether it be modern or traditional, that is not legible, inviting and attention-compelling is merely poor typography.

An Effective 1930 Collection Letter

By H. G. Young

Sales Manager, The Hascall Paint Co.

CONDITIONS in the business world change rapidly. But how many concerns think of changing their tactics in making collections and their collection letters meet these changing conditions?

When one of our accounts becomes due, we mail a statement to the debtor promptly on the due date. This is followed every ten days with a collection letter until the fourth one has been sent. Of course, if, in the meantime, the debtor makes a part payment, asks for an extension of time, makes a complaint, or writes in for some reason or other, the regular series is broken.

A year ago, our number four letter, which was very resultful, read about as follows:

You don't want us to place your account in the hands of our attorneys, do you?

Frankly, we do not want to. Because we do not like to have any unpleasantness with our customers.

But—

We have sent you our statement, have asked you *three* times for our money, and now the account is *six weeks* overdue! And you haven't even answered our letters. If you

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don't pay us willingly, what else is there for us to do?

Are you, therefore, going to compel us to hand the matter to our attorney, or, will you have your check in our hands by next Thursday?

It's up to you!

But today times are rather hard. Money is not plentiful. So, instead of becoming pressing at this stage of the collection, here is what we write:

Money certainly is hard to get hold of these days, isn't it?

We know it, Mr. Jones; know it very well.

And we also believe we know that this is just the reason why you have not taken care of our account of \$40.00—you just haven't been able to get the amount together at one time when you can really spare it.

If this is your true situation, let us assure you that we are not going to be hard to get along with. So, don't you let it worry you any.

For, all we are going to ask you to do is to send along \$10.00 or \$15.00 on account, or whatever you can possibly spare at this time, and we will show you we appreciate it by extending you thirty days on the balance.

That's fair enough, isn't it?

So, give us a little "lift" by using the enclosed stamped and self-addressed envelope, placing your check therein, and mailing today.

Thank you, Mr. Jones.

Before putting this letter into regular use, we made a test of it, sending out one hundred. The result was twenty-six checks in full payment and forty-seven in part payments, a total of seventy-three checks. Since then we have been using it regularly as our number four letter.

Form Hearst Aircrafts, Ltd.

Hearst Aircrafts, Ltd., an aeronautical manufacturing and transportation company, has been formed at San Francisco. Directors include George R. Hearst, Blanche W. Hearst and John Guthrie Heywood.

Buys Sattler Company

The Rudolph Sattler Company, Cincinnati steel and die engraving company, has been bought by The Strobridge Lithographing Company, of that city.

Roofing Account to Critchfield

The Peebles Roofing Tile Company, Portsmouth, Ohio., has appointed Critchfield & Company, Chicago advertising agency, to direct its advertising account.

That Quaint Curious Custom

of expecting actual, tangible results from advertising ought to have a big revival this fall.

in this revival, NATURE MAGAZINE hopes to play an important part—it is one of those sometimes-overlooked magazines that produces results out of all proportion to its relatively small circulation.

if you have a product or service that can be used in 115,000 two-times-better-than-average American homes, why not get the interesting story of tangible results?

NATURE MAGAZINE Washington, D. C.

A. B. McCLANAHAN

Advertising Manager

1940 Graybar Building

New York

other advertising offices:

Chicago. . . Palmolive Building

San Francisco. . . 111 Sutter St.

Los Angeles. Lincoln Building

Seattle. Henry Building

Atlanta. Grant Building

Know Your Costs and Stand Your Ground

(Continued from page 6)

to cover up shifting and uncertain sales practices.

Here again it is unquestionably true that the buyer reacts to the seller. If the latter is not sure of his ground as to costs it goes without saying that he cannot expect to convince the buyer that a price is final and will not be reduced. He will be driven into a series of special price cuts that will take all the profit out of his business. In attempting to get out without loss he will be tempted or driven to the dangerous expedients of cutting quality or wages, or both. Indications of such cuts are cropping up now in various parts of the country and in widely divergent industries and the effect of them, if continued, can only be still further to reduce the total volume of business being done.

I am aware that the typical individual manufacturer has a stock answer to all of this argument. If he doesn't take the business at whatever price he can get, he will contend, it will go to his competitors.

The only way to stop ruinous price cuts would be for all to act simultaneously—which is price fixing. Since that is illegal, no one individual wants to stand out against all the others. No one wants to make a start. Therefore, they all go along scrambling for business on the bargain basis, and a vicious cycle is set in motion which may be stopped only by individual action. The energy put into that form of competition is withdrawn from constructive salesmanship, and depression is prolonged for months after all the basic reasons for it have disappeared.

When the Cycle Stops

The cycle stops when one manufacturer in any one industry gets it into his head that competitors who follow him in a price cut will follow him just as readily in stand-

ing by a fair market price, particularly when they see that he has not lost all his customers by that stand. Undoubtedly, under conditions such as those existing at present, the business man who is first in a given group to take that stand will lose some customers. But if history repeats, the loss will be only temporary, and it will be more than made up by the new ones that he will be certain to locate when his selling program is made constructive.

It has been my experience also that the loss of customers under such a course of procedure is never half as bad as one expects it to be. The majority of buyers would rather have stable markets than fluctuations. It is their job constantly to test price stability and many of them are now carrying this process too far into the realm of bargain hunting, but their employers, too, must know their costs if they are to do business profitably. They cannot know costs when competitive suppliers are willing to make special prices.

In both the Otis Steel Company and the Midland Steel Products Company we discovered several years ago that price competition was likely to lead us into markets where we could not compete except in times of shortage or underproduction in a certain line, and at the same time causing us to ignore other markets where we had many natural advantages over competition.

That sort of wandering afield from one's natural markets is another effect of the present bargain hunting which has come to my attention repeatedly during the last six months. Suppliers far distant from our field of operations send in salesmen on what can only be called fishing expeditions. Often they are willing to make prices which we know our nearby suppliers, familiar with our needs, cannot meet profitably.

The search for new markets for products with which a manufacturer is familiar, and on which he should be able to determine his costs with a great deal of accuracy, can be carried on as profitably in slack periods as in good times. But

FOLLOWING our tradition of placing emphasis upon the creative departments in our agency, to the end that we may better serve our clients,

MR. GEORGE A. ROSETTE has been appointed by us to direct copy, plans, and merchandising. Mr. Rosette brings to these activities a record of constructive achievements in these fields. We are happy to welcome him to our organization.

PAUL MATHEWSON

INCORPORATED

TELEPHONE
MURRAY HILL 10451

545 FIFTH AVENUE
NEW YORK CITY



"Every Phase of Successful Modern Advertising"

NEWSPAPERS
PERIODICALS

RADIO
MOTION PICTURES
DIRECT MAIL

MERCHANDISING
RESEARCH

The Atlanta Journal

Atlanta, Ga.

When Bobby Jones received Atlanta's whole-souled welcome, O. B. Keeler, of The Journal, also got a hand.

Keeler, as Journal staff man, has been with Bobby in all his big tournaments, wherever played.

Guy Butler, of The Journal, is now in London to report the Stribling-Scott fight.

Advertising in The Journal Sells the Goods

A Bargain In Sales Man-Power

We know a man who has had over fifteen years' successful experience as a sales executive for several of the largest electrical household appliance manufacturers in the country, supervising sales, sales promotion, and advertising work.

He knows from hard experience what must not be done, as well as correct methods to pursue to produce greatest possible profits for the stockholders over the long period of time. He would consider working in a consulting capacity for several non-competitive manufacturers.

RICHARDSON-PLANT, INC.,
ADVERTISING
216 Superior Ave., N.E.
Cleveland, Ohio

it is my observation that the attempt to invade new markets with new products in a time of recession is likely to be disastrous. Undoubtedly that has been one of the reasons why so many manufacturers seem to have forgotten how to learn their costs. They are taking orders in the dark, and that kind of business can lead only to restriction.

Fair to Assume That People Buy as They Eat

Sometimes a salesman, hearing the continued clamor for lower prices to meet chain competition in his territory, may lose his perspective and get to believing that everybody in this country has decided to buy where they can get merchandise at the lowest prices.

At any rate, instead of everybody, as is sometimes supposed, being a price-buyer, quite the contrary is true.

To cite one example, in the Grand Central Terminal in New York you will find a host of eating places. The people who throng through Grand Central during each day are a good cross section of the American public. They include plenty of folks from different parts of the country as well as New York workers and executives.

You can pay for almost identical kinds of food and approximately the same quantities, at prices which differ from 25 per cent to 150 per cent.

If everybody was a price buyer, the lowest priced restaurant with its limited service would be the largest place of all. On the contrary, it serves not over 15 per cent of the people who eat under the Grand Central Terminal roofs. Perhaps another 15 per cent eat at the lunch counters for little money. Well above 50 per cent of the people, however, patronize the more expensive places.

Picture the owner of one of the higher priced places viewing the nearby low-priced chain restaurant competition and concluding he would have to cut his prices and reduce his service to meet that "price competition." Probably most of his patrons would go elsewhere.

While the figures may differ for different products, one large industry has analyzed sales over a period of several years and finds that "dirt-cheap" buyers total 10 per cent, ordinary price buyers total 35 per cent, standard quality buyers total 40 per cent and de luxe quality buyers total 15 per cent.

It is sometimes wise to take stock coolly of this price hysteria and to remember that there still exists a bigger quality market.—From "Meredith's Merchandising Advertising."

George F. Nolan, recently advertising manager of the Federal Rubber Company, Chicopee Falls, Mass., has started his own business at Longmeadow, Mass., as a public relations and advertising counsel.

SE

National Distributing Organization

SEEKS NEW PRODUCTS

TO SELL....

This is directed to firms, corporations or individuals seeking national distribution for *new products*—preferably electrical or mechanical specialties that may or may not require installation or service.

A well known company owning and operating more than 20 stores and warehouses in leading American cities, seeks new products to *sell*. Financial resources ample.

Goods sold to and through dealers or other customers, at wholesale only, preferred.

Present national selling organization is now engaged in marketing supplies and equipment requiring both electrical and mechanical knowledge. Besides our physical distributing facilities, we plan to organize an entirely new selling organization for new lines. National sales and distribution for your product may therefore be quickly achieved.

New products will not be considered unless fully developed and either in production or ready for production. We are not interested in promotions of any kind. Only substantial business propositions will be considered.

We are prepared through our own financing company to finance time payment paper covering sales through dealers.

Please write briefly telling about your product and giving as much information as possible. If we see that your line will fit in, a meeting of your principals and ours can then be arranged. Address "G," Box 290, Printers' Ink, 231 South La Salle St., Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Frederic Read

Philip H. Erbe, Jr.

London: Thomas Russell

NEW YORK, JULY 24, 1930

Where Are Advertising's Fighters?

Merchandisers of every degree, regardless of what they have to sell, declare today that they are sadly in need of more volume. They profess to be fighting for it as never before.

Indeed if one were to accept at face value all that he hears along this line he would conclude that the country was being literally churned up and down in a battle royal to get the coy consumer's elusive dollar.

But if he would look around a bit he would see few evidences of the battle. He would probably conclude that it was all talk, or mostly so. And, thus observing or concluding, he would be nearly enough right at least to start a fair-sized argument on the subject if he so desired.

All of which, being interpreted,

means that many a merchandiser is now taking a licking sitting down, without thinking it worth while to stand up and even try to defend himself. He says kismet, or uses such other words in his vocabulary as may mean the same thing. He probably takes quite a bit of mournful pride in the thought that he is displaying admirable stoicism in the face of a world-wide business depression that is not at all of his own making; whereas, a more accurate description would be that he is quitting cold.

We are not among those rather fanatical adherents of advertising who fail to recognize the relationship between projected outlay and potential returns. There is a mathematical limit to what should be spent for the promotion of sales; and this limit is something for the individual advertiser to decide for himself, ever having in mind the thought that he is in business not for this month or this year, but for next year and succeeding years.

But how many advertisers are now devoting to the creation of consumer acceptance a reasonable percentage on the sales they have a right to expect to gain during the next few months—a selling volume the absence of which will leave them in a bad way?

Not so many as one acquainted with the past fighting qualities of American business would think—truth to tell, rather few.

Here is clearly an unthinkable incongruous situation. If some advertisers do not snap out of the complacent thought that they are victims of fate they are likely to be real victims later on. Only it will not be fate; it will be the inevitable consequence of misused opportunity.

Advertising as a Barometer

Almost without exception the barometers used to forecast business conditions deal with the past. Whether they be car-loading, pig-iron production, wage payments, or any other index, they are usually figures which tell last month's or last week's story.

It see a its da tising dict heal and w advert be rel gestic ers ar sense busine Studeb larly p leased million cal m two mo As a to be n ing cor lief in chasing ness ex excell Together manufa future p ing enti past. house a chanical with a million Studeba is one change part of Fulton 3 The advertise an impr ness is a A loo statemen makes much be the fifty panies out, he "surpris tion of this list National olive-Pee General White United B bison-Wa national

It is interesting, therefore, to see a prominent brokerage house in its daily market letter use advertising contracts as an index to predict: "Trade news is showing a healthier trend from day to day and we hear that some very large advertising contracts are about to be released." The letter then suggests that large national advertisers are always among the first to sense an improvement in general business. It points out that the Studebaker Corporation is particularly progressive, "having just released an appropriation of one million dollars to announce its radical mechanical improvements in two members of its line."

As a matter of fact, there seems to be no valid reason why advertising contracts, which indicate a belief in the future of American purchasing power on the part of business executives, should not be an excellent forecaster of business. Together with inquiries received by manufacturers, they well represent future potentialities instead of dealing entirely with something that is past. The fact that a brokerage house advises its clients that a mechanical improvement, together with an appropriation of one million dollars to put it over, makes Studebaker stock a good purchase is one indication of a decided change of mental attitude on the part of those who work south of Fulton Street in New York City.

The suggestion that national advertisers are the first to sense an improvement in general business is also an interesting one.

A look at the June quarterly statements by a business statistician makes him say that they were much better than anticipated. Of the fifty-five "big board" companies whose reports are now out, he says that seventeen were "surprisingly good." An investigation of the good seventeen gives this list of names: Canada Dry, National Biscuit, Colgate-Palmolive-Peet, Wrigley, Lehn & Fink, General Electric, Cream of Wheat, White Rock, American Chiclé, United Biscuit, United Fruit, Harbison-Walker, Briggs Body, International Cement, Kresge. It is

something indeed to discover that fifteen out of seventeen are advertisers. Many of these are companies built almost entirely on advertising.

Advertising is again proving its ability to maintain profits at a time when profits are hard to make.

The Dust Behind a Parade

The advertising manager of a manufacturing concern complains to PRINTERS' INK of an instance of unethical competition, and urges that something be done.

He cites dates and names and addresses. One of his company's representatives had virtually closed a sale. Then along came a competing salesman who ruined the deal by saying: "It's a good thing I came in time! Haven't you heard that as soon as those fellows sell what they have on hand, they're going to shut up shop?"

To lie about a competitor, to asperse his solvency, to question his good faith is wrong—so definitely and unquestionably wrong that even the laws condemn the practice and provide remedies for the victims. Old as the evil is, it deserves condemnation. Not only is it bad ethics, but, because it can harm a whole industry, it is muddleheaded management.

However, one paragraph in the letter of our complainant leads into an interesting speculation:

Undoubtedly, you are acquainted with the present condition of the Corporation, and so we need not comment on the untruthfulness and the viciousness of the remarks of this competitor.

As a matter of fact, the "undoubtedly" is what the lawyers would call a violent assumption. However, as intimately as PRINTERS' INK might be informed concerning the company's condition, the real issue is not this publication's knowledge nor its opinion, but the frame of mind of the public. The true test of slander is its effect. Obviously, if a lie is disbelieved, it loses its potency for harm. The question then presents itself: How shall the public know whether what it hears about any company is false or true?

It may be assumed with fair safety that the public's opinion of a business enterprise is molded, these days, by the enterprise's advertising—to a greater extent than even advertising men will claim by the sheer volume of that advertising and by the frequency of the advertising's appearance.

Upon that premise, let us consider a comparison drawn from actual figures of this complaining company's advertising for the first six months of 1930, together with the respective advertising volumes of some of its competitors. For the comparison, the complaining company's advertising volume is placed at 100. The figures, for consumer publications, are:

Complaining Company	100
Competitor A	407
Competitor B	552
Competitor C	740
Competitor D	802
Competitor E	1,173
Competitor F	1,473
Competitor G	2,158

Considering this instance merely as an impersonal "case"—for, without knowledge of all the facts upon which the complaining company's advertising policy is based, it would be unfair to criticize—doesn't it seem reasonable to conclude that one of the penalties of under-advertising is to invite, even if innocently, just the sort of unethical attack of which the complaining company complains? It never will be sound advertising logic to argue that unless we advertise extensively we shall be slandered; but it is illuminating to consider what *can* happen when we trail so far behind the advertising parade that, to the public, it may seem that we're not advertising at all.

Are Selling Agencies Passing?

The last few years have seen great changes in the textile industries but none has been quite so significant as the decisions of some of the leading manufacturers to sell direct to the retailer. The selling agent, who has been such an important factor in the sale of textiles, finds his position seriously threatened.

If the selling agent passes he has nobody but himself to blame. It was he who stood in the way of modern merchandising developments when they were badly needed. He frowned on advertising and turned his back on other industries when there was much to learn from their development. There were a few selling agents who realized their obligations to themselves and to the mills whose products they handled. The exceptions were so few, however, that they did not do much in stemming the current which was sweeping textiles onto dangerous rocks.

The textile mills themselves are to be blamed for not awakening to the situation sooner. For years they were content to leave selling in the hands of organizations which had only a passing interest in the mills' success. If a mill began to fall behind the parade the selling agent did not worry a great deal. He turned to a competing mill and pushed its products. Even where mill and selling agent were closely bound together financially the selling agent frequently sold products from competing mills.

Today the textile industry is adopting modern methods of research. Under the guidance of such men as Henry P. Kendall, Cason J. Callaway, and others who are not afraid to pioneer and to examine other industries for lessons in modern merchandising the more enlightened manufacturers are beginning to see their way out of their difficulties. That they will carry their selling agents with them on their road to success is a matter of serious doubt.

Absorbine, Jr., South American Advertising to Jordan

W. F. Young, Inc., Springfield, Mass., manufacturer of Absorbine, Jr., has appointed Jordan Advertising Abroad, Inc., New York, to direct its South American advertising.

Perryman Electric to McKee Agency

The Perryman Electric Company, Inc., North Bergen, N. J., has appointed the New York office of The Homer McKee Company, Inc., advertising agency, to direct its advertising account.

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40 EAST 34TH STREET

NEW YORK

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SERVICE
OF EXCEPTIONAL
THOROUGHNESS TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

Rome Brass Radiator Corporation

Group IV, New York State
Savings Banks Association

Bell Telephone Securities Co.

American Austin Car Co.

"NOT HOW MUCH, BUT HOW WELL"

Three Radio Publications Merged as "Radio Digest"

Edward Lyman Bill, Inc., has organized the Radio Digest Publishing Corporation, with headquarters in New York. This company has purchased *Radio Broadcast*, formerly published by Doubleday, Doran & Company, *Radio Revue*, New York, and *Radio Digest*, Chicago.

Effective with the September, 1930, issue, these three magazines will be merged and published under the name of *Radio Digest*, as a national publication for the radio public.

Officers of the Radio Digest Publishing Corporation are: President, Raymond Bill; vice-presidents, J. B. Spillane and Randolph Brown and treasurer, Edward Lyman Bill, all of whom are principals in Edward Lyman Bill, Inc., and the Federated Business Publications, Inc.

In addition to the board of contributing editors, which will be announced later, the executive editorial staff is: Editor, Raymond Bill; advisory editor, Henry J. Wright, at one time editor of the *New York Sun* and the former *New York Globe*; associate editor, Charles R. Tighe, formerly managing editor of *Radio-Music Merchant*, and Harold P. Brown, editor of *Radio Digest* under its former management.

The business manager of *Radio Digest* will be Lee Robinson, also business manager of *Radio-Music Merchant* (formerly *Talking Machine World*). The advertising representative will be R. G. Maxwell & Company, Inc., New York and Chicago.

Appointed by Campbell-Ewald, Ltd.

J. A. MacLaren, for four years vice-president of Campbell-Ewald, Ltd., Toronto advertising agency, and recently appointed general manager, has been elected president. Clarke Ashworth, for several years with the Campbell-Ewald agency, has been appointed a member of the board of directors and becomes a vice-president.

H. W. Hutchins Again with "The Druggists Circular"

Harold Watt Hutchins, formerly with the advertising staff of the *New York Telegram*, has again joined the New York staff of *The Druggists Circular*, of that city, with which he was previously associated.

Appoints Carlisle Company

The Dritz-Traum Company, New York, novelties, has appointed the Carlisle Company, advertising agency of that city, to direct its advertising account.

New Business at Los Angeles

Robert Fulton and N. O. Lyons have started an advertising business at 712 S. Grand Avenue, Los Angeles.

Popularity Contest Features Wings Cigarette Copy

A poll to stimulate interest in and to ascertain preference for each of the packages which contain the new cigarette, Wings, is the basis of current advertising for that product. The series is part of the introductory campaign which, as reported in *PRINTERS' INK* of June 12, is being conducted in Chicago where the Brown & Williamson Tobacco Corporation has entered the popular priced field with a fifteen cent brand.

The company has engaged a corps of young women who, dressed up in aviation attire and advertised as the Wings Girls, each day conduct a poll to find out whether those voting prefer the wallet pack or the twin tens pack, the two packages in which Wings are sold. Canvasses are made of offices, night clubs, railroad stations and other places of news or novel interest and the results published in newspaper advertisements. Copy includes a photograph of the canvass, a tabulation of the results and a running report of the canvass and comments made by those canvassed.

Captions of the advertisements indicate how the campaign operates as, for example, "In the wings of 'Sisters of the Chorus' they picked the wallet pack"; "Give us the twin tens say the fire-fighters in Engine Co. (No. 40 and Hook and Ladder Co. No. 62)," and "Wide-awake commuters on the 8.31 picked the handy wallet pack."

This series, the advertiser feels, is successfully maintaining the interest created by the introductory copy. It emphasizes the advantages of the two types of packages, dramatizes the entrance of the new product into a highly competitive field, provides newsy copy and develops a strong local flavor for the campaign.

Furniture Account to Littlehale-Burnham-Rossiter

The Ypsilanti Reed Furniture Company, New York, has appointed Littlehale-Burnham-Rossiter, Inc., advertising agency of that city, to direct its advertising account. Magazines will be used.

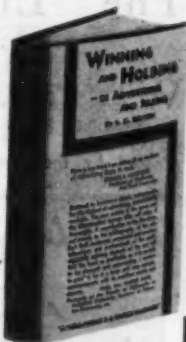
Appoints Burton-Nelson Agency

Raphael-Small, New York, owner and operator of Samalizing, a new process on furs, has appointed the Burton-Nelson Company, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

Appoints Z. L. Potter Agency

The Will and Baumer Company, Syracuse, N. Y., maker of Waxels and other candles, has appointed The Z. L. Potter Company, Syracuse and New York advertising agency, to direct its advertising account. Magazines and business papers will be used.

What Groucho says about S. K. Wilson's New Book



Dear Carter:

Yes, I checked up on that last bill, and much as you will hate it, I am forced to tell you the bill is right. Pay it like a good boy and I'll send you a copy of S. K. Wilson's new book **WINNING AND HOLDING**. Maybe I can get S. K. to autograph it.

Carter, this book is a pippin. It goes to you because you have theorized so much about copy and have told me that my ideas on copy are all wet.

Even my boss is going to like this book for it surely makes copy writing shine as the gentlemanly occupation. Air of wholesome simplicity and "virile culture" runs all through S. K.'s book. Remember, Carter, how you bawled me out for "virile culture." I believe in it. So, by gosh, does S. K. Wilson and says so like a polished gent.

Read it, Carter, and you're due for a treat. I've an idea, too, that you may take a little tumble to yourself about some of the labor of love and the labor of sweat that our copy men put into the stuff which you so cavalierly rip apart and call "punk," "putrid" and all that.

—Groucho.

THERE seems to be some difficulty in locating Carter, and we surely want to make good on Groucho's promise. So we make this offer.

If the right Carter will write to us and identify himself we will send him an autographed copy of **WINNING AND HOLDING—IN ADVERTISING AND SELLING**, by S. K. Wilson, Copy Director of the Erickson Company.

We'll go further than that. If you can qualify as a Carter, please do so even if your name isn't Carter (we have suspicions of a pseudonym). To the first dozen Carters, whatever their names, whose letters reach us first or are opened first by us, we will present autographed copies of **WINNING AND HOLDING**. (Price \$2.50 net; \$2.60 postpaid.)

The Devin-Adair Company

Publishers

23-25 East 26th Street, New York City

The Little Schoolmaster's Classroom

WHEN manufacturers began to specialize in the manufacture of wearing apparel for stout women, they were considerably worried by the problem of how

Napoleon—short, stout, tall, slim? You're lucky in this clearance sale. 'Genius' sizes in Hart Schaffner & Marx suits."

What man could object to being reminded of his obesity if, at the same time, he were reminded that many great men of history were similarly blessed by nature?

* * *

Believe it or not, manufacturers of mop handles recently held a trade practice conference, with their feet under the same table with the Federal Trade Commission. Mop-stick makers, we are told, have about a dozen plants, scattered from Maine to California.

Here are some of the shady practices that the mop-stick men are presumably guilty of, for all of these subjects were scheduled to be threshed out: Price discrimination, deception, imitation of trade-marks,

defamation of a competitor, inducing breach of contract and deviation from standards.

The Schoolmaster resists the temptation to suggest that here is an industry that is in for a mopping up.

* * *

Brown Joyce, of The Wallace Barnes Company, rises in Class to remark that the casual reference to a competitor, when mentioned, as the *second best* manufacturer in his line, is more effective than any abuse might be. Maybe some of the mop-stick makers should ponder this.

But we must not point a scornful finger at the mop-stickers, for probably there is not a single industry that is spotless of deliberate sin. What a Utopia there would be on earth if every business man were to conduct his affairs according to the Golden Rule!

* * *

Pressure has been brought to bear on the Post Office Department

ARE you a man
of "genius"
stature?



Built like Lincoln or
Napoleon... short,
stout, tall, slim?
You're lucky in
this clearance

SALE!

best to address their audience. It would not do simply to talk to the stout woman in man-to-man fashion. Her stoutness was something she wanted to be reminded of gently, if at all. Verbal circumlocution was necessary and the manufacturers were quick to see the point.

Perhaps, however, the Schoolmaster had better take back that remark about talking in "man-to-man" fashion. For it is a fact that men, also, are sensitive about their avoirdupois or lack of it, and their height, or their lack of it.

It is interesting, therefore, to see how Wallach Brothers, in a current newspaper advertisement, address the man who needs an odd-size suit. The advertisement contains an illustration picturing Lincoln and Napoleon, each slightly exaggerated, the one to give the impression of extreme height and slenderness, and the other of extreme shortness and corpulency.

"Are you a man of 'genius' stature?" inquires the copy, and continues: "Built like Lincoln or



Broadcast Over the Dealer Hook-Up

Each dealer is a potential broadcasting station. They often can—and will—advertise your product to their trade if you provide enclosures which can travel free of cost on the unused margin of postage.

When a dealer sells two or three competing lines, how important it is to have him advertise yours in preference to the others!

In these days, when all products are clamoring for a larger part of the consumer's not-large-enough dollar, the refrigerator must compete with the oil burner—the fishing reel with the refrig-

erator basket—the electric toaster with china ware. It is worth while to have thousands of retailers tell about your product to their customers.

By having them do the mailing, you make your advertising dollar go more than five times as far. Retailers like to send good blotters to customers. They are far surer of distribution than other forms of mail matter.

Write for a copy of the "Dictionary" full of helpful suggestions on how to use blotters to best advantage. Standard Paper Manufacturing Company, Richmond, Va.

Standard Blottings

If Your Product Is Sold By—

- — Department Stores
(Toilet Goods & Novelty Sections)
- — Wholesale Drug Companies
- — Wholesale Jewelers
- — Mail Order Houses
- — Novelty Shops

We Offer Immediate National Distribution . . .

through direct personal contact of our Coast-to-Coast sales and Branch Office organization.

Contacts with buyers in Department Stores, Wholesale Jewelry and Drug Companies, Mail Order Houses, Novelty Dealers and Chain Stores have been established for over fifty years by our high-grade staff of specialty salesmen selling our own line of Toilet Vanities.

We are in a position to undertake the successful merchandising and distribution of a few more lines selling through the above channels.

We have an unusually attractive proposition for the manufacturer of a meritorious article who is ready for immediate national distribution on a permanent and profitable basis.

Address inquiries in confidence to—

C. F. REEVES
Vice President—Sales

**CELLULOID
CORPORATION**

10 East 40th St., New York, N. Y.

to get it to accept unaddressed advertising matter for delivery by city carriers. The department has turned down the suggestion as impractical. It would place upon the department the responsibility of selecting the particular individuals to whom the matter is to be delivered. There will be general agreement with Postmaster-General Brown that this function is clearly the duty of the sender.

The Schoolmaster doubts whether many advertisers would want to take advantage of such wholesale, slipshod advertising methods even if the bars were let down, which will not happen. Stuffed mailing boxes would antagonize the public against advertisers responsible for the stuffing.

* * *

Many words have been spoken in automotive circles, during recent years, about the used-car problem; but very little definite action has been taken. There have been a number of suggestions made for scrapping cars after they have had their day, and, on a small scale, some of these plans have been put into operation.

Henry Ford, though, has taken the car by the horn and now threatens to establish a new industry—old car wrecking. And as usual he is doing it scientifically and profitably.

According to *The Iron Age*, a force of 120 men is now employed at the Ford Motor Company's Rouge plant at Dearborn, Mich., dismantling old cars at the rate of 375 every sixteen hours. It has wrecked 18,000 old automobiles by a disassembly method patterned after its famous assembly line for automobile production.

The derelicts are bought from Ford dealers at a fixed price of \$20 a car. And after they have gone through this cutting up plant there is very little left that is worthless. Gasoline, oil and grease are all salvaged, as are the headlight lenses, horns, glass, batteries, cotton and hair from the upholstery. Hubcaps are salvaged for aluminum, ignition wire for copper, oil cups for brass, bushings for bronze, etc.

And as a finale, what is left

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Draw Consumers to the Place of Sale

Insure — both for your dealers and yourself—direct results from your magazine or newspaper advertising. *Continuously* show consumers WHERE your merchandise or service is on sale—using Flexlume day-and-night electric displays.

Provide your dealers with neon or other type electrics designed, erected and serviced by Flexlume . . . whose displays locate dealer outlets for over a hundred of the world's largest National Advertisers . . . whose guarantee and financial responsibility insure manufacturer-dealer satisfaction.

Let us mail details of a plan which, with a few Flexlumes at the start, enables you to prove the selling value of this *permanent* form of dealer cooperation. FLEXLUME CORPORATION, 1069 Military Road, Buffalo, N. Y. Factories also in Toronto, Canada, Atlanta, Ga., Kansas City, Mo. and Houston, Texas. Service Branches in larger centers.



Striking day-and-night effectiveness in this Flexlume combination of neon tube, raised glass letters and flashing exposed lamp border



HAVE YOU A COPY JOB?

FOR A WOMAN OF 25
AT A SALARY OF 50

TRAINED in a large Agency, a small Agency and a Department Store. Copy experience diversified: magazine color pages, retail newspaper ads, beauty articles, New Yorker columns, etc. Seeking position large or small in Agency large or small. Salary no consideration—\$50 per week acceptable in present business situation provided good opportunity exists. Can contact clients. Make merchandising researches. And write copy that gets okayed. Excellent references. Address "J," Box 294, Care of PRINTERS' INK.

AGENCY PRINCIPALS

who are looking for enthusiasm, good judgment, hard work, and broad experience in

Contact Men

are requested to grant an interview to an advertising executive of mature experience. Now employed, but seeks a connection where his abilities can be more completely exercised.

*Big agency, outdoor, publishing, and public relations experience.
New York or Chicago preferred.*

Address "R," Box 299
Printers' Ink

the cars goes into a 22-ton press which demolishes them like match boxes, and even this is melted.

Ford is proving, so it seems to the Schoolmaster, that obsolescence doesn't necessarily mean waste.

* * *

The latest wrinkle in modern merchandising is discovered in the operations of a gas station in Western New York. A friend of the Schoolmaster was driving through Niagara Falls and stopped to get gas. Upon his request for five gallons the operator suggested, "How about a dollar's worth mister? Give you five and a quarter gallons for a dollar."

That sounded reasonable but with the purchaser's okay an explanation of this unusual practice was sought. The reply, however, was disillusioning. "You see if I sell you a dollar's worth I won't have to make change. It'll save me a special trip inside. It's easier."

The method of measuring the extra quarter gallon was vague; and the explanation even more obscure.

Not content the motorist repeated the experiment at another gas station. Here, too, a dollar's worth of gas was offered in lieu of five gallons. This latter explanation was more ambitious however simple.

"Most of the people buy a dollar's worth now. It's easier all around and then it's nice for us because by the end of a busy day we have sold as much as twenty extra gallons of gas."

There's a thought here that may be put in practice in other businesses.

* * *

"If you are a demon for speed and like to put your car through its paces, it is all right, but," writes a member of the Class, "don't advertise the fact in Raleigh, N. C."

It seems that an automobile company advertised that one of its cars made the trip from Richmond to Raleigh at an average speed of 67.5 miles an hour. Another advertiser promptly came to press with the results of another test averaging 74.03 miles an hour.

Perhaps just as proof that both

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93.49% OF LEADING NEWSPAPER appropriations

427 typical Printers' Ink subscribers invested a total of \$206,175,000 in national advertising in newspapers during 1929—93.49% of the total expended by the 535 leading national advertisers included in the Bureau of Advertising list.*

Printers' Ink Publications

*Estimates compiled by the Bureau of Advertising of the American Newspaper Publishers Association

OPPORTUNITY FOR A YOUNG COPY MAN

A small but growing agency in New York is looking for a NATURAL copy man. He should be experienced enough to be capable, yet young enough to start at a small salary with an opportunity to grow into an interest in the business.

In reply give full details of experience, samples of work and references. Complete confidence is assured all replies.

Address "X," Box 293
Printers' Ink

School Publicity Director Desires New Connection

At present in charge of publicity for large national organization operating five schools. Work includes direct mail, newspaper campaigns, editing monthly paper, writing catalogues and folders, maintaining contact with press, and general promotion in the field. Graduate University of Michigan, 30 years old, married, six years' experience. Can submit full recommendation from present employer. Address "V," Box 152, Printers' Ink.

A GREAT BARGAIN!

ADVERTISING LAYOUT by FRANK L. YOUNG has been endorsed by advertising leaders as the most comprehensive book on magazine and newspaper layout. Our purchase of a leading booksellers overstock enables us to offer this \$7.50 book for almost half price—\$3.95 postpaid.

Examine this book free for one week. If you do not find it satisfactory you may return the book and your money will be refunded without question.

ACE BOOK BARGAIN CO., 383 Fourth Ave., N. Y. C.

PRINTING EXECUTIVE

Available. Ability to take full charge of printing organization. Sixteen years' experience covering general administration, planning and production of quality work, financing, purchasing, sales, costs and estimating. Looking for real opportunity with progressive firm. Present salary \$10,000. Now in Middle West, but will go anywhere. Address "U," Box 151, Printers' Ink.

Direct Mail Man

Available—past five years making good with "hard-boiled" organization—outstanding record as a producer—capable of organizing, managing, direct mail, mail order, general advertising department for manufacturer, publisher, retailer—effective layouts, human copy—can supervise road organization. Salary about \$4,500. Address "Q," Box 298, Printers' Ink.

advertisements were read, the Wake County grand jury returned presentments against the drivers of both cars for breaking the speed limit, which was forty-five miles an hour—fair enough at that.

Confidentially—Neither Did the Schoolmaster

DRY GOODS JOURNAL

DES MOINES, July 9, 1930.

Dear Teacher:

We were very much interested in the statement you made on page 152 of the June 26 issue of *PRINTERS' INK*. Starting on the sixteenth line—"Even the dictionaries don't agree in their definitions of certain words. And because this country is so big, a word that has one meaning way out West may have quite a different meaning in the effete East."

Evidently the word "effete" is such a word, for according to Merriam's "Webster's New International Dictionary" which we use, the word "effete" is explained—"No longer capable of producing young, as an animal, or fruit, as the earth; hence, worn out with age; exhausted of energy; incapable of efficient action; no longer productive; barren; sterile."

My God, teacher what an indictment! We understand you were hit pretty hard but we didn't dream it was as bad as all that.

DICK M. VAWTER.

Bon-Cel Account to Al Paul Lefton

Brand & Oppenheimer, Inc., New York, manufacturer of Bon-Cel, a lining fabric, has appointed the Al Paul Lefton Company, Philadelphia advertising agency, to direct its advertising account.

Joins Geo. B. David Company

William Ferry, formerly with the Keane-Patterson Agency, New York, insurance, has joined the staff at New York of the Geo. B. David Company, publishers' representative.

Splendid Opening for Printing Salesman

A live, printing salesman controlling from \$25,000 to \$50,000 annual business, can make a very advantageous connection with progressive high-class New York Printing House. Commission and drawing account. Address "L," Box 295, Printers' Ink.

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C. H. Edwards Heads Virginia Publishers

C. H. Edwards, of the *Altavista Journal*, was elected president of the Virginia Press Association at the forty-second annual convention of that group held at Virginia Beach last week. He succeeds H. B. Trundle, of the *Danville Register and Bee*. James C. Latimer, of the *Farmville Herald*, and George O. Green, of the *Clifton Forge Review*, were re-elected secretary and treasurer respectively.

Advanced by Pennsylvania Rubber

John C. Rutherford, formerly in charge of dealer co-operation of the Pennsylvania Rubber Company of America, Inc., Jeanette, Pa., has been promoted to the position of advertising manager. J. Frank Moore, sales promotion manager, has been appointed assistant manager and placed in charge of export, bicycle tire and tennis ball sales; also supervision of branches in Atlanta, Cincinnati, Memphis and Jacksonville.

Standard Brands Makes Purchase to Protect Trade Name

Standard Brands, Inc., food products, has purchased from Byron G. Moon, all of the trade-mark rights and good-will of Standard Brand Service, New York, a service to manufacturers who sell through wholesalers, as well as the copyrighted name of the monthly publication of that organization, *The Standard Brand*.

Osborne Gravure to G. Lynn Sumner

The Osborne Chromatic Gravure Company, East Orange, N. J., owner of the Osborne process, has appointed The G. Lynn Sumner Company, Inc., New York advertising agency, to direct its advertising account.

To Manage Marinello and Inecto Advertising

Miss Betty Driscoll has been appointed advertising manager of the Marinello Company, toilet preparations, and Inecto, Inc., hair coloring, both of New York.

Appoints Remington Agency

The New England and Western Air Transportation Company, operating an air service in New England and New York, has appointed Wm. B. Remington, Inc., Springfield advertising agency, to direct its advertising account.

Some thoughtful sales manager needs a helper

Thoughtful, because he wants to know more about his business than he has time to find out. He wants facts, not hunches. Why some dealers or territories are active and others slow, and what to do about it. What distributors are in need of and why. What users are doing and probably will do.

Man available with proper notice to present employer has had valuable experience in market study and advertising with advertisers and advertising agencies. Wants connection as assistant to sales manager or advertising manager where study of distribution and market, ability to analyze and plan, and good understanding of advertising and sales practices are needed. Married, mature, well educated, Christian. Address "N," Box 296, Printers' Ink.

Publishing Executive

with expert knowledge of financial, mechanical, editorial and distribution phases of volume book production, particularly low-price fiction; also long experience in all departments of magazine publishing.

Available October 1. Age 37. University education.

Address "T," Box 150
Printers' Ink

Cartoons



and Comic Strips

SEND FOR
NEW BULLETIN
FREE

M. S. BUSH Cartoon Service
52 W. CAPPENA, BUFFALO, N.Y.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London, Ont.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Leading Parisian De Luxe Bi-Monthly, well known in U.S.A. and Canada, catering to Jewelers and Society, offers half-interest to high-class advertising agency. Box 485, City Hall Sta., New York.

Will Consider Purchase of Trade Paper

Business News Publishing Co.
550 Maccabees Bldg., Detroit, Mich.

Advertising Representatives Wanted—In Chicago, New York, Philadelphia and Cleveland for high-class electrical monthly. Liberal commission on new orders and renewals. Exclusive territory arranged. What connection have you with electrical manufacturers? Box 474, Printers' Ink.

FOR SALE—Fine Values in Miehle Cylinder Presses, from Pony size up to 7-0, bed size 51x74. Also Two Colors in 1-0, 3-0 and 5-0 sizes. All in splendid condition and offered at appreciable savings. For full details:
THOMAS W. HALL COMPANY, Inc.
512 West 41st St., New York

OPPORTUNITY OFFERED—Publishers' Representatives with several publications wishes to negotiate with similar firm with view to merger, thereby increasing service to publishers and reducing operating costs. Headquarters Chicago. References exchanged. Negotiations confidential. Box 472, Printers' Ink, Chicago Office.

Farm Paper For Sale

A National Farm Paper 5 years old with quarter million circulation, growing advertising patronage, excellent reputation as a producer. Here is an opportunity of a life time for the man who is interested in the Farm Paper field, priced at a sacrifice to close in 30 days. For further information address:

Wm. H. Benjamin
931 Tower Bldg.
Washington, D. C.

FOR SALE

Weekly community newspaper in prosperous and growing area of Washington, D. C., the Nation's capital. Here is an excellent opportunity for man who wants to live in Washington and who knows the newspaper business. This Publication is firmly established and is strongly supported by the local business interests. Present owners have other publication which requires their full time and attention and for that reason will sell this publication to responsible party on attractive terms. Box 476, Printers' Ink.

Typographic Service in Newark needs man experienced at selling ad-setting to take an interest in corporation. Box 471, P. I.

EMPLOYMENT SERVICES

Formerly with "C & H" and Other 4-A's

● WALTER A. LOWEN, Pres. ●

Vocational Bureau, Inc. (Est. 1920)
We function as "A Clearing House for All Trained Adv. Personnel." Call in person, 9-2. 195 W. 40th St., N. Y. C.

Muncy Placement Service

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All interviews by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.

280 Madison Avenue, New York City
Caledonia 2611

HELP WANTED

ADVERTISING SALESMEN—Full or part time; original direct mail plan; repeats; big sellers; big down payment with each order. Give experience. Box 473, Printers' Ink.

Salesman for Ad-Setting Service in Newark. Can secure substantial interest in corporation. Box 470, Printers' Ink.

TYPOGRAPHIC SALESMAN

A well-known typographic company will offer a salesman who contracts between \$40,000 and \$50,000 yearly business an increase of 50% on his earnings. Write fully. Box 466, Printers' Ink.

Advertising Man—Young, with engineering experience and advertising ability, who can write semi-technical articles for industrial publication, as well as assist with advertising. State experience and salary desired. Box 467, Printers' Ink.

If you can sell SHEET FED GRAVURE PRINTING PRESSES

that print from copper plate sheets up to 38 x 50 top, we will pay you a liberal commission.

RECO MACHINERY CORP.
348 MADISON AVENUE
NEW YORK CITY

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MISCELLANEOUS

TRACING CARTOONS

Live up your Bulletins—135 Cartoons designed for tracing on stencils. Send for FREE sample sheets. M. S. Bush, 82 West Chippewa, Buffalo, N. Y.

POSITIONS WANTED

Sales-Advertising Manager and Market Analyst seeking permanent connection requiring all or any these capabilities. Age 35; married. Available now. Box 664, Printers' Ink.

ADVERTISING SALESMAN with over 11 years' experience in the New England territory on trade papers and merchandising specialties seeks immediate change. Box 479, Printers' Ink.

EDITOR—Young college man, 6 years' newspaper, trade journal, magazine and publicity experience. Will go anywhere after good proposition. Box 477, care of Printers' Ink, Chicago Office.

RADIO Production Manager and Continuity Writer—Engagement with 4A Agency ended June 30th. In radio since 1926; conducted Broadcasting Station ten months. Box 465, Printers' Ink.

Advertising Solicitor—30, seven years' experience with New York City publications covering Local and National accounts. Desires sales position where hard work will produce results. Box 461, P. I.

Assistant Art Director and Art Buyer seeks connection with good future. Five years' experience with studio and large Chicago agency. Can make layouts and do finished art. Reasonable salary. Box 482, P. I.

SOLICITOR, 12 years' experience on a metropolitan newspaper, seeks connection where his experience will be valuable. Box 469, P. I.

Sales Executive, age forty, varied experience selling, organizing, supervising, management, promotion, seeks permanent connection. Reasonable salary requirements. Ample evidence of responsibility. Box 462, Printers' Ink.

AVAILABLE—Man with several years' experience in all phases of Direct Mail advertising. Specialized in field survey and market analysis. Opportunity more desired than high initial salary. Location not essential. Christian, married with family. Box 475, Printers' Ink.

YOUNG HUMORIST

SEEKS OUTLET

Temporary or Otherwise
for ADV. and COPY IDEAS

"There's Logic in a Laugh"

Box 481, Printers' Ink

VISUALIZER-ARTIST as art director's assistant. Prefer work on comprehensives. Figures and modern design. Excellent experience. New York City only. Box 480, Printers' Ink.

Young Woman—Five years with leading advertising agency. Experience creating, editing house-organ, catalogues, writing publicity, handling sales correspondence, printing. Capable, dependable, references. Locate New York, Philadelphia, Boston or vicinity. Box 463, Printers' Ink.

Advertising Merchandising Executive who fights when the answer is no. Dynamic personality. Twenty-nine years old, with a century of background for publication, manufacturer. Actually knows copy, market analysis, sales promotion space or commodity. Box 478, P. I.

Free lance ART DIRECTOR formerly in charge in large New York agencies, desires connection, preferably **PART TIME** with New York or Newark agency or advertiser. Box 460, P. I.

LIAISON MAN between Advertising and Sales

Peculiarly fitted to coordinate activities of sales and advertising departments. Intensive experience with sales personnel training and sales promotion organization as well as with 4A agencies. Can plan and carry through campaigns to every detail—copy, layout, production. Has practical and unusual ideas on building up a dealer organization. Excellent as sales promotion or advertising manager. New Yorker, 37. Box 468, Printers' Ink.



To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly binder holding seven to nine copies \$1.25, postpaid. Monthly binder holding six copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Printers' Ink Publications
185 Madison Ave. New York

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Nothing that appears in PRINTERS' INK may be reprinted without special permission. The use of our articles or quotations from them for stock-selling schemes is never authorized.

Carroll Dean Murphy, Inc.



35 East Wacker Drive, Chicago

ANNOUNCES*the opening of offices at***200 MADISON AVENUE, NEW YORK CITY****HEYBURN BUILDING, LOUISVILLE, KY.**

An advertising agency in which owner-principals of broad business experience render selected advertisers an inclusive and thoroughly professional agency service.

DURING
the first six
months of
this year,
the Chicago
Tribune
printed

1.275.909
MORE

lines of ad-
vertising than
any other
Chicago news-
paper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, June, 1930:
842,744 Daily; 1,056,803 Sunday

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